



Lifetime TV's Nora Roberts Series Nora Roberts Collection Sweepstakes

Purpose

Lifetime Television Network wanted to aggressively promote four TV mini-series based on Nora Roberts' novels to entice new viewership for the shows.

Plan

Lifetime Television Network's idea was to run a 4-week interactive sweepstakes campaign to promote four of writer Nora Roberts' novels: (a) Northern Lights; (b) High Noon; (c) Midnight Bayou; and (d) Tribute. Visitors would come to the site, watch a weekly video clip on each mini-series and vote on the reason why they would watch that particular mini-series. There would be weekly cash prize winners and other prizes; plus a grand winner at the conclusion of the campaign. During the campaign, Lifetime would also interact with the visitors to the micro site via survey questions.

Solution

Lifetime (through its agency) partnered with Contest Factory and its proven interactive sweepstakes platform to engage its viewership for Nora Roberts TV mini-series sweepstakes. Viewers would visit the Contest Factory-built Nora Roberts micro site and register, watch and vote on new video clips each week with the option to refer friends and answer Lifetime's survey questions.

In addition, Contest Factory embedded viral media tools to help increase reach. To monitor the campaign's effectiveness Contest Factory's Viral DNA™ tracking and reporting software provided Lifetime with real-time data to monitor the performance of this promotion.

Results

Contest Factory's implementation of Lifetime's Nora Roberts interactive sweepstakes micro site mirrored and supported the show's success on the Lifetime network. Contest Factory's state-of-the-art cloud network served millions of page views to hundreds of thousands of unique site visitors.

Contest Factory's Viral DNA™ tracking and reporting software provided Lifetime with real-time registration, viral sharing information, and newsletter opt-in data. Viral DNA™ was also used in real time to provide Lifetime with real-time response to their surveys as well as user opt-in data for Lifetime newsletters. The success of Lifetime's Nora Roberts sweepstakes resulted in Lifetime partnering with Contest Factory for their 13-week Project Runway sweepstakes during the Fall 2009 TV season.

For additional information, contact:

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