LEVERAGE THE IMPACT OF Televised Events TO PROMOTE YOUR PETS

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2016 MOST WATCHED EVENTS...

- Super Bowl
- Republican Primary Debate
- World Series
- Summer Olympics
- Academy Awards
- Grammy Awards
- The Late Show with Stephen Colbert
- Golden Globes
- NFC Championships
- NFL Divisional Playoff
- NFL Wildcard Game
- NBA Trophy Presentation
... ARE ALSO THE MOST TWEETED EVENTS

“The Second Screen”

85% of internet users surf the web while watching TV

- Super Bowl 51
  - #SB51
  - 27.6 million tweets
- World Series
  - #WorldSeries
  - 18 million tweets
- Academy Awards
  - #Oscars
  - 24.2 million tweets
- Summer Olympics
  - #Rio2016
  - 75 billion tweets
... ARE ALSO THE MOST TWEETED EVENTS

- Super Bowl 51 – #SB51 – 27.6 million tweets
- World Series – #WorldSeries – 18 million tweets
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Mentioned Events:
- #Oscars – 24.2 million tweets
- #Rio2016
- Summer Olympics
- 75 billion tweets
GREAT FOR THEM. WHAT ABOUT US?

By joining in the conversation...
• Increased exposure
• Increased engagement
• Drive traffic to site/pages
• Promote your brand
• Promote your animals
• Reach new audiences
• Plus, it’s fun and will get people talking!
REAL-WORLD SUCCESS STORY

https://www.youtube.com/watch?v=eKUul3LBYWY

Lots of Headlines

How Oreo Won The Marketing Super Bowl With A Timely Blackout Ad on Twitter
- Wired

Dunk in the Dark tweet was arguably one of the brightest of any brand
- Wired

Real-Time Super Bowl Slam Dunk
- Forbes

Oreo’s On-The-Fly Super Bowl Ad Steals The Show
- MediaVista

The Most Creative Efforts of the Night
WHAT YOU NEED...

ZERO MEDIA DOLLARS

Just creativity, a little prep work, and a computer.

• All that is required...
  – Social media presence (especially Twitter)
  – A creative person who is willing to watch TV and post updates throughout the evening.

• But, it is also helpful to have...
  – High-quality photos
  – Photo-editing software (Photoshop, PicMonkey, Canva)
TO DO: IN ADVANCE

• Brainstorm more obvious tie-ins
  – Dog Adoption
    • Grammy Awards (“Grrr-amy”)
  – Cat Adoption
    • Oscars / Academy Awards (“A-cat-emy”)
  – Nutrition
    • Super Bowl (“of food”)
  – Obedience Classes
    • Presidential Debates
• You’ll need both plan for text and photos/videos.
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Did you all watch the #GRAMMYs last night? In case you missed it, here are some of the highlights of the evening, featuring our adoptable dogs as the stars themselves!

Check out the full gallery, here: http://humanebroward.com/grrr- Sammy- awards/ #GRRRAmmys

CHAZ (AKA Alice Cooper)
547631
#GRRRammys

Honey (AKA Bruno Mars)
547271
#GRRRammys

KING (AKA Chris Stapleton)

Apollo

+4
TO DO:

THE DAY OF

• Host a Viewing Party with a Command Station
• Have pre-made content ready
• Have photo-editing software ready
• Be logged into your social channels – Instagram – Twitter – Facebook – Snapchat
• Have tabs open with the event hashtag loaded
TO DO: “GO TIME”

• Timing is everything
  – Act immediately, or
  – During commercials (when surfing is at its peak)
• Use event hashtag
• Keep it short and simple
• Keep your brand/mission in mind
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• Keep it short and simple

• Keep your brand/mission in mind
Lisa Pettineo: These are incredible. Whoever did these was brilliant.
Humane Society of Broward County: Thanks Lisa! Much appreciated 😊
Dawn Parisi: These are amazing
Humane Society of Broward County: Thanks Dawn!
Humane Society of Broward County: #otrc
Jennifer Barker: Love these!!!
Charlotte Jones: So much Talent in one Shelter!!! ❤️
Deniz Özel: Who made these?! 😂😂
THANK YOU!

QUESTIONS?

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