



The Social Shakeup

Twitter Strategy: From Meh to WOW!

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@alpal_atl

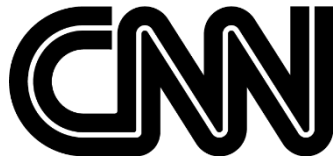
#shakeupshow

Turner Media Group

Strategic
Media
Planning &
Buying

Media Trends
& Consumer
Insights

Turner Portfolio
Management &
Communication



[adult swim]



b/r

What Do We Do On Twitter?

Tune-In

- Engagement
- Video Views & Completions
- Brand Lift & Awareness Studies

Product

- App Installs
- App Engagement
- Website Clicks & Conversion
- OTT Installs
- Game Usage

Audience Development

- Content Testing & Learning
- Leveraging psychographic insights to serve content to precise audiences

Stuff We Love - #NTWHCD @FullFrontalSamB



Stuff We Love - #NTWHCD @FullFrontalSamB



Overview

- Drive consumption of Sam Bee's alternative White House Correspondent Dinner
- Red carpet was live-streamed on Twitter; NTWHCD was streamed after the TV airing
- Promoted & organic content surrounded NTWHCD; Twitter TV handle & Moments feature

Stuff We Love - #MarchMadness @MarchMadness

NCAA March Madness
@marchmadness

cards.twitter.com/cards/3cihgq/3... Are you that 1 in 128 billion? The Brackets are coming. Join the challenge. #MarchMadness

Join the Challenge! #MarchMadness
bracketchallenge.ncaa.com

NCAA March Madness
@marchmadness

cards.twitter.com/cards/3cihgq/3... The Bracket. Is. Coming. Start your group now. Join the challenge! #MarchMadness

NCAA March Madness Live - Men's C...
App Store

NCAA March Madness
@marchmadness

cards.twitter.com/cards/3cihgq/3... WATCH. GAMES. ALL. DAY. LONG. Don't miss a moment of today's action with March Madness LIVE!

WATCH EVERY GAME LIVE
MARCH MADNESS LIVE

Watch Games All Day Long!
ncaa.com

NCAA March Madness
@marchmadness

cards.twitter.com/cards/3cihgq/3... Everyone's favorite time of the year is HERE! Catch all the NCAA March Madness action LIVE. All the time.

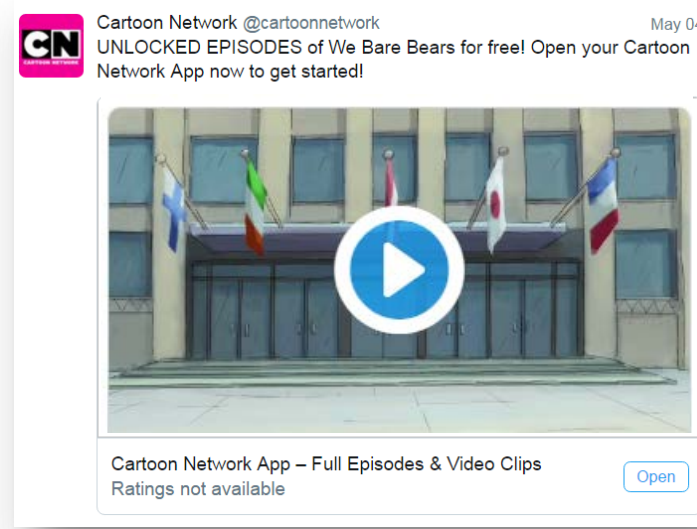
WATCH EVERY GAME LIVE
MARCH MADNESS LIVE

NCAA March Madness Live - Men's C...
App Store

Overview

- March Madness Live is the official app of the NCAA Men's Basketball Tournament
- Objectives include new installs, in-app video views, and Bracket Challenge Game entries
- Overall campaign covers all screens: desktop & mobile drive conversions & awareness
- Campaign consistently performs above benchmark...this is a popular app during a cultural moment!


Stuff We Love - #CNVideo @CartoonNetwork



Overview

- Cartoon Network Video is an extension of Cartoon Networks; episodes, shorts, and extended content are available authenticated & unauthenticated
- TMG leverages a variety of messaging to drive users to the app; A/B message and creative testing happening throughout the year
- Performance is aligned with Twitter's benchmarks; amount of in-app video consumption is above benchmarks

Stuff We Love - #AllStar @NBAonTNT


 **Stef Boogie**
@StefBoogie69

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#sagerstrong 🍊 — watching NBA on TNT

6:44 PM - 18 Feb 2017

👤 🔄 ❤️

 **Jay** 🍌
@x_therealkid_x

[Follow](#)

This is tear jerking, @NBAonTNT ... I love it #SagerStrong

6:29 PM - 18 Feb 2017

👤 🔄 ❤️

 **Max Strauss**
@StraussMax

[Follow](#)

This #SagerStrong tribute will be remembered as the HIGHLIGHT of 2017 #NBAAllStar 🍀 Weekend. Love the execution, @NBAonTNT & @TurnerSportsPR!

6:44 PM - 18 Feb 2017

👤 🔄 ❤️

 **Duvalier Johnson**
@DuvalierJohnson

[Follow](#)

This is soooo awesome what TNT is doing for the Sager strong foundation. This is why you have to love the NBA, seriously. #SagerStrong

RETWEET LIKES

👤 🔄 ❤️

 **KillaQuis**
@KillaQuis1

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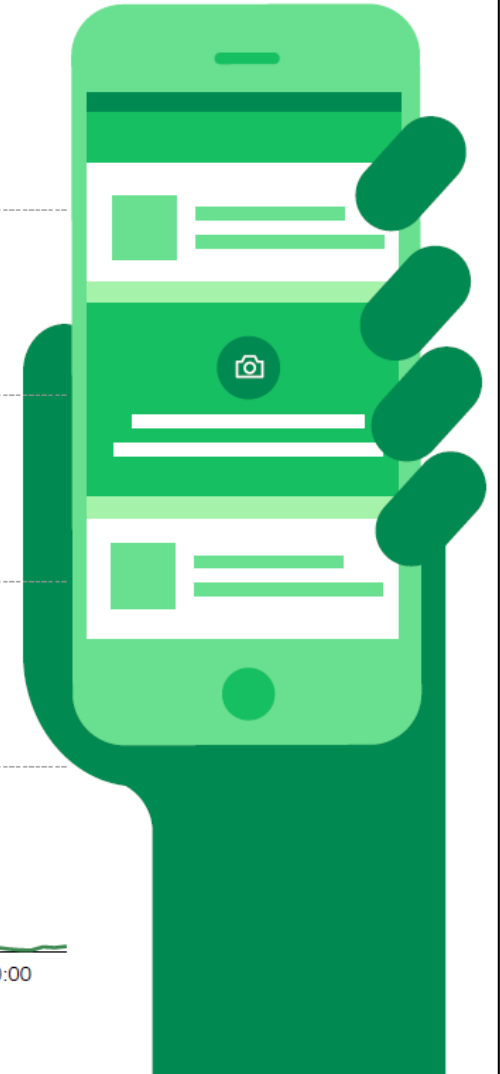
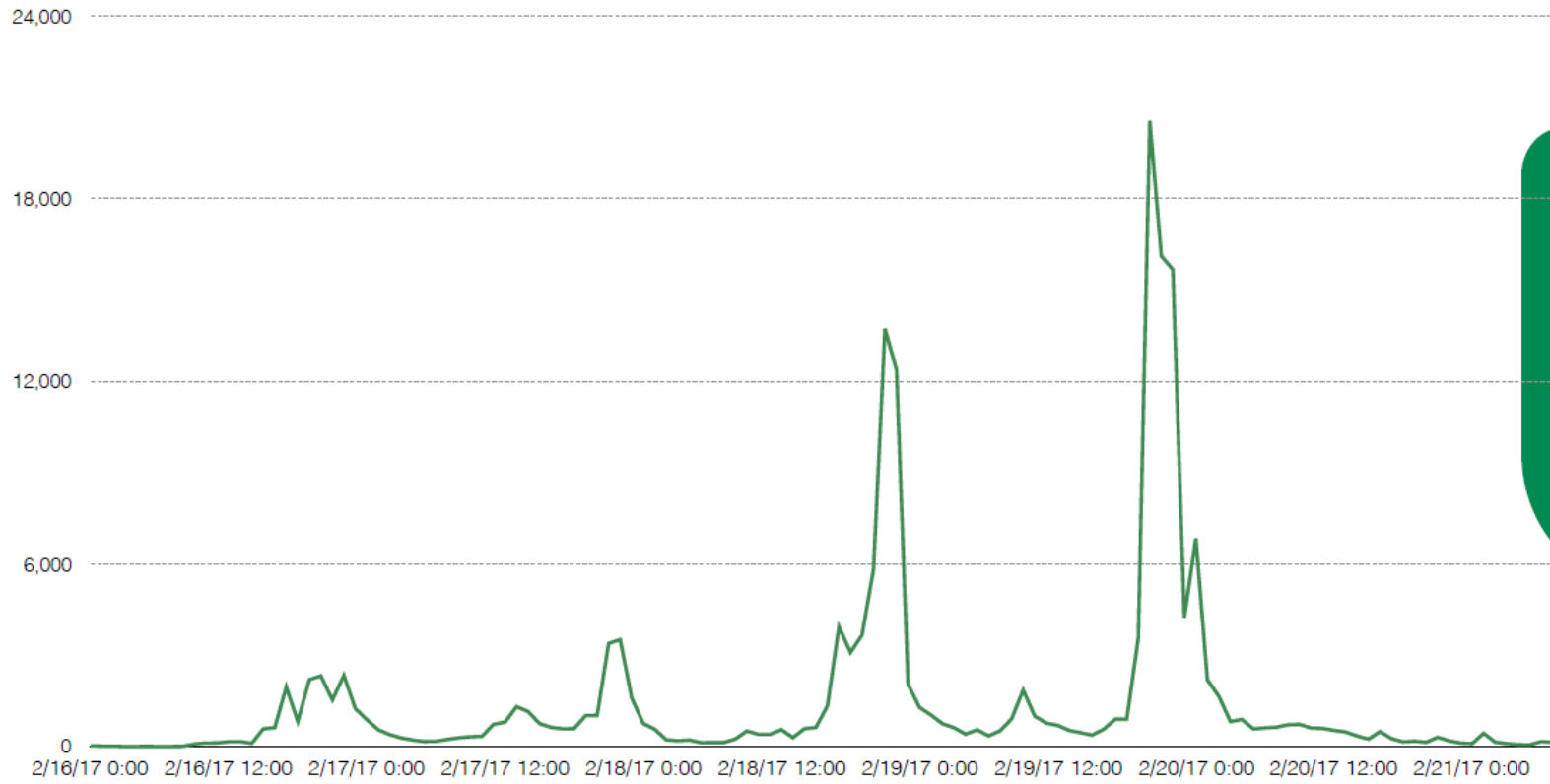
@NBAonTNT I must say the #AllStar introduction was absolutely AMAZING!!! Loved the tribute to all the greats of the pass... #AllStar2017

5:29 PM - 19 Feb 2017

👤 🔄 ❤️

Stuff We Love - #AllStar @NBAonTNT

All Star Weekend - 184K mentions of TNT



Stuff We Love - #BadIsBred @AnimalKingdom

Custom Emoji for
Season 2



Jeep Scout



A screenshot of a tweet from the official Twitter account of Animal Kingdom (@AnimalKingdom). The tweet text reads: "Season 2 of #AnimalKingdom is ready to be unleashed. #BadIsBred" followed by a small green Jeep Scout emoji. The tweet includes the account name, handle, and profile picture.



Super Fan
Engagement &
High
Engagement
Rates

Stuff We Love - #BadIsBred @AnimalKingdom

Emoji Engine

How It Works

Announce the Campaign

Animal Kingdom @AnimalKingdom

Tweet #BadIsBred + one of these emojis to unlock exclusive videos. #AnimalKingdom

Tweet #BadIsBred + 1 one these:

Each Emoji triggers something different so try them all!

ANIMAL KINGDOM TNT

Fans try Emoji + Hashtag combinations

Carlo @Carlo_TH

Here goes....#BadIsBred 🐍

Lauren @LAG

Can Smurf Adopt me? #BadIsBred 🧸

Users receive an automatic, personal reply with a content piece relevant to each emoji

Animal Kingdom @AnimalKingdom

@Carlo Is there a snake in the grass? #BadIsBred

ANIMAL KINGDOM TNT

Animal Kingdom @AnimalKingdom

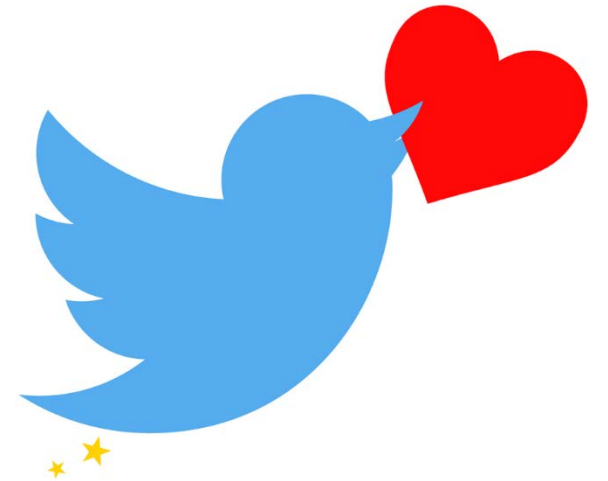
@Lauren There's no place like home ... #BadIsBred

ANIMAL KINGDOM TNT



Key Takeaways

- Be creative and be distinct
- Twitter allows fan-to-brand connections...embrace it!
- Embrace your audience and their Twitter behavior. If you lean into how your followers act, you can react



Activity!



Tweet @AnimalKingdom + #BadisBred + one of the four emoji's below

