



**CIPR PRIDE AWARDS 2019 GOLD WINNER**

**Category:** Best Use of Content

**Company:** Clarity Comms and Hobgoblin

**Entry title:** Halloween Facebook Live Game Show

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**Brief and objectives:**

Hobgoblin, the number two premium bottled beer has a large and loyal social following.

The brand has seen fantastic engagement over recent years from its Halloween social campaigns.

Yet Halloween, the brand's key promotional and trading period is getting tougher. With more and more brands cashing in on Halloween, getting cut-through is harder than ever.

For 2018, we were given a different brief. What's hot in social? What can the brand do that's genuinely innovative?

If only the brief was that easy...naturally it came with three KPIs:

1. Any social content or event had to reach an audience of over 200,000 (beating previous Facebook Live activity)
2. This content had to engage with 20% of those reached (based on video views, reactions, comments or shares)
3. To ensure that the focus wasn't on one event, engagement across the brand's had to exceed 10% throughout October 2018.

**The idea, research and planning:**

Halloween is increasing in popularity as a calendar event each year – with more brands getting involved - to get the cut-through we required, we needed a highly innovative campaign.

We wanted to utilise the innovative aspects of social media and decided to turn our hand to live television via Facebook Live.

Video is becoming central to social with plenty of published research to show its continued growth. On Facebook alone, over 100 million hours of video are consumed every week. 45% of users watch at least an hour of video per week.

We know from previous video campaigns that it resonates with Hobgoblin's audiences too. Engagement was exceptionally high for video. The challenge was less in the content and more in whether it could reach enough people.

We quickly zeroed in on Facebook Live. Three tests with simple content had reached decent audiences and generated superb engagement. One trial involved running a competition to get Facebook fans to guess how many bottles it took to fill a bath.

Broadcast via FB Live it reached 100,000 consumers with over 7,000 submitting entries and 70K views.

The client also wanted the activity to tie-in with the brand's on-pack theme for the year: The Hobgoblin Inn. An idea emerged: what if consumers could enjoy Halloween at the Hobgoblin Inn?

### **Strategy, tactics, creativity and innovation:**

The Hobgoblin Inn was born. But what would an evening at the Inn entail?

A key challenge was to balance interest for the live audience with enough interaction to drive engagement and participation from the social media audience.

We proposed a live, interactive game show complete with multiple filming locations, a presenter, live audience, participants, live music, cabaret acts, pre-records, live social media voting - and not forgetting a terrifying escape room game, an eerie ouija-board and a delicious banquet of fish eyes and pigs trotters.

Having had the outline idea we then had to put the flesh on the bones.

A treatment and then an outline script were approved by the client. Working with a video production agency we developed a detailed script and filming plan. We were looking at show with a running time of 60 minutes.

That's not long for delivery via Facebook Live but it's challenging in terms of running what is essentially a live TV.

We also had to consider how to promote this to drive interest in watching the content as well as getting entries to win attendance at the show.

### **Delivery:**

We looked at trends of what was appealing content – and added a live-eating challenge and a terrifying Escape Room game to the agenda. We knew this would have appeal to the digital audience alongside the rest of the show.

We meticulously planned the script and rehearsed the live show – adding in voting opportunities to increase engagement and reach.

Logistically there was a lot to do to pull off a seamless, hour-long live event. As well as finding and styling a location, we had to find entertainers to provide elements of the content.

There were several technical challenges including sourcing enough 4G bandwidth for our broadcast and 150 guests to post to their social channels.

We needed to build interest leading up to the event and ensure we utilised all elements of social media on offer. This included organic content, paid content – images, video, Facebook Live – with a focus on live engagement, Instagram Stories, snapchat. We hired a video agency to ensure the sound and vision quality was highly professional and set about building the content.

We selected and interviewed several actors before picking the person who would 'host' the event as Terry, the Innkeeper of the Hobgoblin Inn.

Our content throughout October all pointed to The Hobgoblin Inn live event on All Hallows Eve, 31 October with a countdown clock set ticking 15 minutes before the live show (designed to get the Facebook Live algorithm serving the content and consumers engaging before the show commenced).

On the night we got our social audience to vote on which members of the live audience got to eat the creepy food. They also happily commented on other aspects of the show too.

### **Measurement and evaluation:**

Halloween at the Hobgoblin Inn was a resounding success (almost, it was a live broadcast so there were some minor glitches!). The content definitely exceeded our KPIs.

- The broadcast reached 314,440 consumers, 57% ahead of our target
- 57% of those reached engaged with the content including more than 184,000 video views
- Focusing on one big event didn't dampen engagement elsewhere: over October engagement ran at 15.3% across Facebook, Instagram and Twitter
- Average view time was 77 seconds which equates to almost 2.5 x 30 second TV ads, a decent amount of consumer media time to own.

### **Budget and campaign impact:**

The budget for the campaign was £35,000 which comprised of:

Agency fees: £4,000

Production: £25,000

Venue: £6,000

It's difficult to determine the net impact of social on sales.

However, we know that the only consumer activity during Halloween was via social (with a separate paid social campaign to recruit new drinkers).

We do know that Hobgoblin ended 2018 in the Grocer's top 80 alcohol brands. Clearly consumer comms via social has a positive impact on brand performance.