

Re-introducing TV Guide Through Online WOM

TV Guide invested heavily to become a multi-platform entertainment media company; however, people still associated the brand with unsophisticated scrolling channel listing and the antiquated pocket-size magazine. As part of a large branding campaign effort to re-introduce the brand, TV Guide turned to BzzAgent to launch a comprehensive word-of-mouth campaign.

Part of the campaign strategy included a digital component executed through BzzAgent's online word-of-mouth platform, called the Frogpond. The online campaign was designed to generate traffic to TVGuide.com and its new online video search tool, the Online Video Guide.

Launched in the fall 2007, the TV Guide site was featured in BzzAgent's Frogpond, a community in which participants could visit the profile page, read an overview about the site and then click-through to experience the site firsthand. Various online tools enabled visitors to share their opinions for others to see, recommend the site to their social networks and provide direct feedback to TV Guide.

Results:

* Measurable Traffic: The TV Guide community site drove more than 7,000 unique visitors with 60 percent click-through to the Online Video Guide site

* Consumer Advocacy: Received a high Net Promoter Score (likelihood to recommend the site to others) of 51

* Word of Mouth Recommendations: 85 percent of visitors said they were highly likely to visit the site in the future and 95 percent knew at least one person who would like the site

Client: TV Guide

Agency: BzzAgent, Inc.

Budget: Undisclosed

Date of Campaign: 9.13.07-10.25.07