

# Successful social media video campaigns

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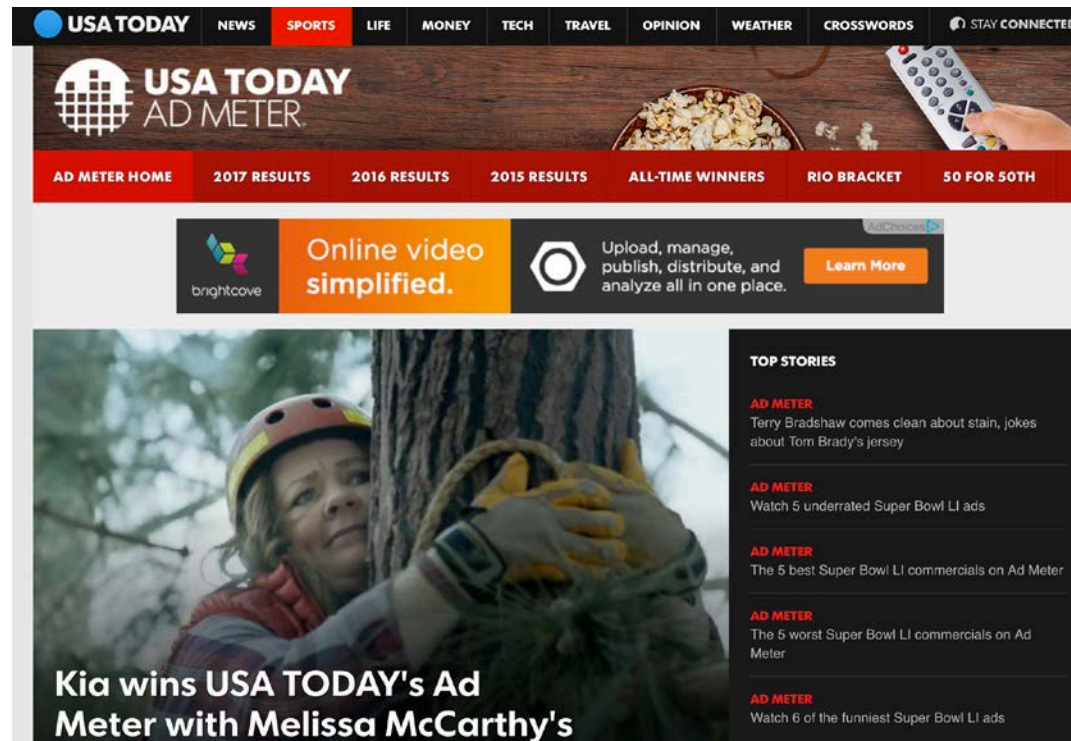
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# Ad Meter: What is it?

1. Sign up to be a panelist
2. Vote for your favorite commercials
3. Check back to see the results



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# Process behind each campaign

- ▶ Planning starts months in advance. Take what we did the year before and then make changes.
- ▶ This is a crossover between money + sports, so there are a lot of cooks in the kitchen - need to have a point person and be organized
- ▶ Reaching out to advertisers to make sure we have full commercials to promote on our [Ad Meter hub](#)
- ▶ Once we have full commercials we can cut them up (gifs + shorter clips) to use on social media. Multimedia components drive engagement and sharing.

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# Elements that led campaigns to earn media coverage

- ▶ AdMeter = part of our Super Bowl coverage as a whole
  - ▶ Build a campaign that people are craving to see  
[Why Jim Kelly loves USA TODAY](#)





# WHY JIM KELLY LOVES USA TODAY

# Elements that led campaigns to earn media coverage

- ▶ New this year: 5 Facebook Live videos with advertising industry leaders. Have those industry leaders promote on their own channels.
- ▶ Give a behind-the-scenes look: [Cam Newton's Buick commercial](#)





# Elements that led campaigns to earn media coverage

- ▶ Heavy social media promotion on our biggest accounts, as well as the niche accounts (sports + money)

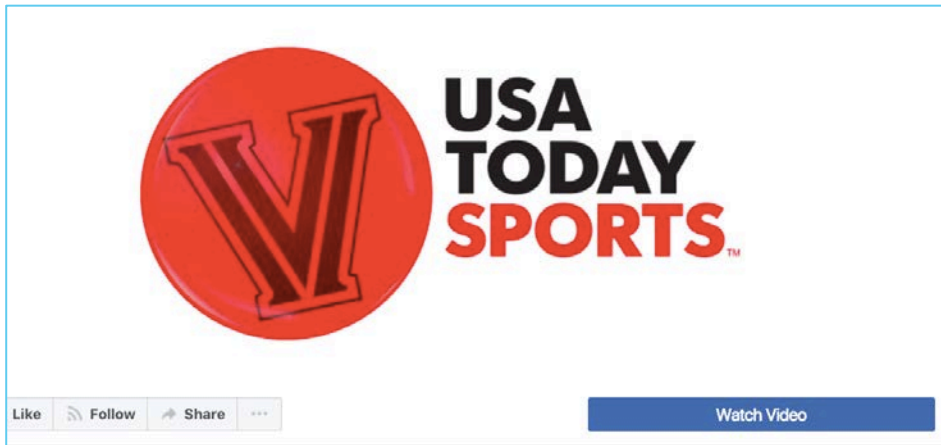
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# How do you measure success?

- ▶ On social media, we look at engagement - comments, likes + shares. [Facebook](#) is our largest social audience. Is engagement going up over time?



- Is the number of Ad Meter panelists increasing year after year?
- OWN IT: Make sure you're the one who everyone is linking back to, referencing

## *The video campaign*

Total number of Ad Meter videos: 82 (5 Facebook Live videos)

Ad Meter Facebook Live video views: 188,001

Total Ad Meter video views: 6,176,696 (desktop, mobile, tablet, social)

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# How each campaign was promoted on social media

- Use multimedia to drive engagement and sharing: Clips of commercials, gifs, series of photos
- Create a hashtag (nothing too long) #AdMeter
- Simple graphics to use throughout the campaign on social media
- Promote Facebook live videos ahead of time to get audience questions

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# On Facebook



USA TODAY Sports was live — with Adobe Marketing Cloud.

Published by Alex Ptachick [?] · February 6 at 12:00pm · 🌐 · 🌐

Ad Meter Today: A look at commercials that dominated this year's Super Bowl.



201,794 people reached

Boost Post

23K Views

Like


Comment

Share

Hootlet

👍❤️😂 Matt Miller, Amit Gupta and 609 others


Top Comments ▾



USA TODAY Sports was live.

Published by Josmar Taveras [?] · February 5 · 🌐

Check back here throughout the night for continuous updates on which commercials are rating well on [Ad Meter](#). And don't forget to vote on [admeter.usatoday.com](#).



1,104,829 people reached

Boost Post

100K Views

Like

Comment

Share

Hootlet

👍❤️😂 Mia J. Wood and 428 others

Top Comments ▾

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**USA TODAY Sports**  
Published by Casey Moore [?] · February 5 · 🌐

Game time is just around the corner -- and so are the commercials. Vote for your favorite at [Ad Meter](http://usat.ly/2kgypfw). <http://usat.ly/2kgypfw>



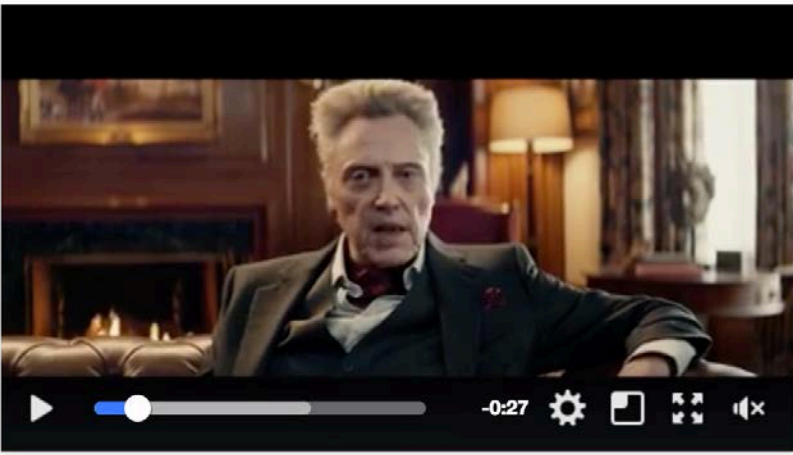
2,937 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share    📧 Hootlet

👍 🤔 😂 Jũñěd Dalal and 106 others    [Top Comments](#)

**USA TODAY Sports**  
Published by Casey Moore [?] · February 5 · 🌐

Was Bai's Super Bowl ad featuring Justin Timberlake and Christopher Walken your favorite or do you have another that stands out? Vote at [Ad Meter](http://usat.ly/2kwlovo) before 12:55 a.m. ET. [usat.ly/2kwlovo](http://usat.ly/2kwlovo)



68,802 people reached [Boost Post](#)

98K Views

👍 Like    💬 Comment    ➦ Share    📧 Hootlet

👍 🤔 😂 Mary Hirst, Amit Gupta and 337 others    [Top Comments](#)

**USA TODAY Sports**  
Published by Desair Shaw [?] · February 6 · 🌐

WATCH: Kia Motors America won the 29th annual Ad Meter competition behind Melissa McCarthy's "Hero's Journey." <http://usat.ly/2jTf0m3>



48,800 people reached [Boost Post](#)

12K Views

👍 Like    💬 Comment    ➦ Share    📧 Hootlet

👍 🤔 😂 Bruno Horvatin, Toni Čulić and 2.3K others    [Top Comments](#)

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# On Twitter



**USA TODAY Sports** @USATODAYsports · Jan 18  
Registration is now open to be an official **#AdMeter** panelist: [usat.ly/2iBCv2x](https://usat.ly/2iBCv2x)



1 5



**USA TODAY Sports** @USATODAYsports · Feb 2  
Audi **#SuperBowl** commercial has strong statement on pay equality: [usat.ly/2kw2vfc](https://usat.ly/2kw2vfc) **#AdMeter**



9 162 311



**USA TODAY Sports** @USATODAYsports · Feb 5  
Which **#SuperBowl** commercial is your favorite after one half? Vote on **#admeter** before 12:55 a.m. ET.

- 20% Skittles - "Romance"
- 34% Buick - "That's a Buick?"
- 24% Honda - "Yearbooks"
- 22% 84 Lumber - Immigrant fam

938 votes • Final results

6 13 12

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USA TODAY Sports  @USATODAYsports · Feb 5 

#SuperBowl might be over, but #AdMeter voting goes until 12:55 a.m. ET. Did @justinbieber & @TMobile top your list? [usat.ly/2kwlovo](https://usat.ly/2kwlovo)



 19  786  1.2K 

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 Laura Petrecca Retweeted  
**DiGennaro** @digennaro · Feb 2  
Great kick-off to @USATODAYsports FB live series on Super Bowl ads.  
#Admeter @LauraPetrecca @AdClubNY @gina\_grillo  
facebook.com/usatodaysports...



 **Laura Petrecca**  @LauraPetrecca · Feb 4 

WANTED: Questions/opinions on  
#SuperBowl ads for our daily FB Live show.  
Tag w #AdMeter Watch Sunday's show  
here: [bit.ly/2khcrY8](https://bit.ly/2khcrY8)



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# Instagram



59 likes

5w

usatodaysports Register now to be an official #AdMeter panelist. Click the link in our bio or visit [admeter.usatoday.com](https://admeter.usatoday.com) #ads #superbowl #sports

shangee6 Like that 🍷🍷 #RiseUp

jsat5 Guy looks like you  
@markyboy9891

free9186 ❤️🔥

dylanglenndesign 🤔so true

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