



CONNECTING BRANDS TO CONSUMERS

NATIONAL SHEEP DOG COMPETITION



ABOUT THE CLIENT:

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America. Serta is also the leading provider of mattresses to the hospital-ity industry, providing mattresses to Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more.

ABOUT THE EVENT:

The United States Border Collie Handler's Association, Inc. (USBCHA) is the sanctioning body for sheep trials throughout the United States and Canada. Members who qualify at sanctioned Open trials during the year are eligible to compete in the USBCHA National Sheep Dog Finals to determine the champion Open dog and handler for that year.

Each year of the National Sheep Dog competition, handlers compete in sanctioned trials to earn a chance to run for the title of National Champion. The event featured 225 top qualifying Border Collies from the United States and Canada. Handler and dog teams battled in an eight-day competition to determine the 2011 National Sheepdog Champion and 2011 National Nursery Sheepdog Champion.

For this year's event, TodoCast created a 6-day production shoot for the trials culminating with a 2-day live broadcast of the Finals. The entire week of events was made available on demand.

THE CHALLENGE:

Serta wanted leverage the brand awareness created by its award winning "Counting Sheep" advertising campaigns, and pair with this community of enthusiastic sheep dog fans to create a new marketing opportunity. For Serta the challenge was how to generate and foster brand affinity with the passionate fans of the National Sheep Dog Competition. Serta also wanted to employ innovative marketing techniques that would allow them to organically launch into this demographic by providing a meaningful and interactive online experience.

THE SOLUTION:

TodoCast developed a custom strategy around the challenge that entailed two new unique approaches. First came the debut of the TodoCast "Freemium" model. The Freemium model provided an initial hour of viewing that was free to watch to entice viewers to sign up and pay for the remainder of the event. The approach enabled a conversion of the average viewer into a pay-per-view customer. By enticing viewers to upgrade their viewing experience after one free hour, the barriers to entry were lowered to a point much less than the full pay-per-view ticket price.

The second strategy featured Serta as the Title Sponsor of the event. Serta became the official sponsor of the free hour. This gave Serta direct access to enthusiastic fan base that was emotionally connected to the event because of their affinity for the competitions. The value to the viewers and to Serta was immense, with an average viewing time of well over 5 hours per viewer. The event was also able to double its live audience through the extended availability of the event on demand.

The success of the integration of a new business model along with a committed sponsor was viewed as a revolutionary step in delivering profitable, high-value live broadcasts.

KEY HIGHLIGHTS:

- Online viewers watched an average of 5 hours each
- Over 1 million minutes of total viewing time
- Over 200,000 social media impressions through Facebook, Twitter and YouTube