

IF I CAN DREAM™



Social Media Producers for 19 Entertainment's Groundbreaking *Post-Reality Show*

A Case Study

2010



The logo for the TV show "If I Can Dream" is displayed in the top right corner of the slide. It features the words "IF I CAN" stacked above "DREAM" in a bold, black, sans-serif font.

Overview

In early 2010, Simon Fuller's 19 Entertainment, the company behind *American Idol* and *So You Think You Can Dance*, launched *If I Can Dream*. The show, set in a hilltop Beverly Hills mansion, followed the ups and downs of a handful of aspiring artists in their quest for Hollywood success. 19 brought in **Attention Span Media** to design and run an audience interaction system for the project.

Fuller's mandate for the "post-reality" show: Provide a revolutionary degree of interactivity and transparency into the artists' lives and the show's production.

Making the show more interactive than anything that had come before it required a new layer of strategy – and technology. *Idol*, of course, had achieved widespread, if rudimentary, audience interaction through SMS voting. With IICD, 19 needed a way bring a large audience far deeper into the project. This meant figuring out how to pinpoint and cultivate fans likely to prove the most enthusiastic about the project, but who were also capable of spreading their fervor for the show far and wide through their social networks.

Another challenge that set IICD apart from scripted projects Attention Span – or anyone, for that matter - had worked on in the past is the fact that the show ran **live around the clock**. With the IICD storylines evolving from minute to minute—as the aspiring artists struggled with their careers, dealt with each other and interacted with fans—a new skill set was needed: **real-time story editing**.



19 Entertainment credited Attention Span Media as the show's **social media producers**

The Assignment:

Redefine the entertainment experience by creating a revolutionary degree of **interactivity and transparency** into the artists' lives and the show's production

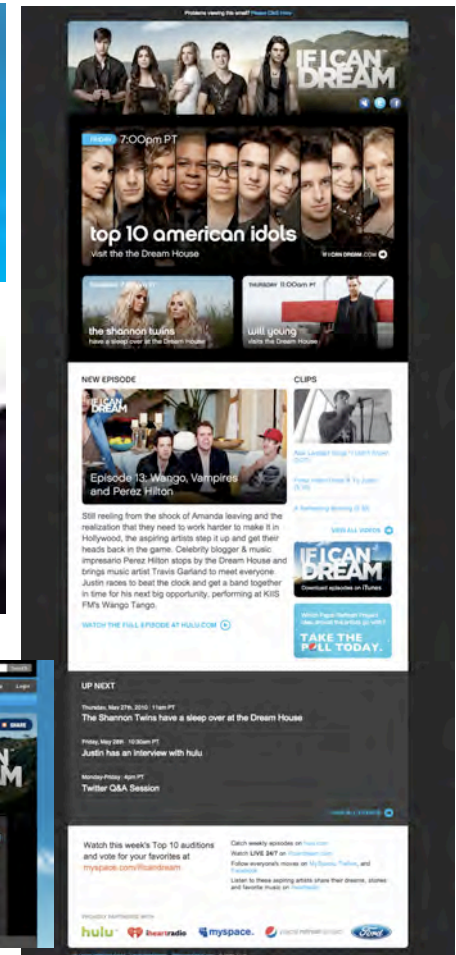
The Challenge:

- **Maximize interaction** between IICD's stars and fans
- Create a hugely loyal and **passionate group of superfans**
- Generate lots of **show-related activity** across multiple social platforms
- Create widespread **awareness**

Our Involvement

Services & Project Accomplishments

1. Social Media Ecosystem Design
2. Fanbase creation, engagement, and mobilization
3. Custom social app design
4. Real-time social media production
5. Artist outreach management
6. Sponsor integration
7. Email newsletter design and management
8. Integrated Analytics
9. Social media training & technical support
(19 Entertainment, cast & crew)



Fanbase Creation, Engagement & Mobilization



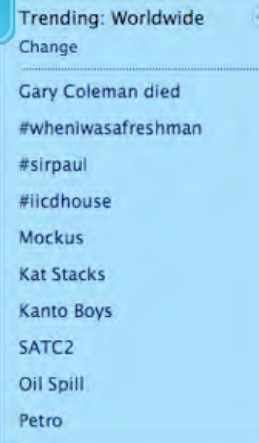
After evaluating the major Customer Resource Management systems and and “social CRM” tools on the market, ASM rejected them in favor of building out Fanatical, the audience-development platform the company had used to propel the web series Dorm Life to its position as the most-watched original series on Hulu.

The screenshot displays the 'Engagement Recommendations: Top Priority' section of the fanatic.al dashboard. It features a table with columns for Fan ID, Action, Platform, Likely Reach, and Fanatical Score. Below the table are options to 'Select All' or 'Select None' and a 'Next' button.

Fan ID	Action	Platform	Likely Reach	Fanatical Score
<input type="checkbox"/> @NSyncFan	@Reply		328	37
<input type="checkbox"/> @Chlor_Fansite	Direct Msg		220	37
<input type="checkbox"/> Lance Lash	Comment		201	36
<input type="checkbox"/> @LadyMavis	RT		166	35
<input type="checkbox"/> MarkDale	Reply		161	34
<input type="checkbox"/> Chase Pina	Comment		155	33
<input type="checkbox"/> Brent Hampton	Email		150	32
<input type="checkbox"/> OtharC	Comment		149	31
<input type="checkbox"/> @Paperazzo04	Add to List		144	30
<input type="checkbox"/> Lisa Stanforth	Blog Comment		138	30

Custom app design & Real-time social media production

We designed a custom Twitter app to pull in tweets culled from the incoming stream of fan questions. The app reformatted and displayed the fan messages on flat-screens in the IICD house.



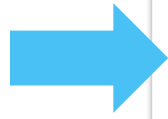
The IICD artists responded to the filtered questions live, on-camera. In many instances, ASM would triage more than **1,000 tweets per hour**.

Brand Integration



Attention Span customized IICD's social media platforms to incorporate imagery and messaging of sponsors **Ford** and **Pepsi** into the environment of the show.

The Results – **ACTIVITY**



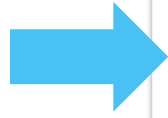
Unique Twitter users with significant interaction

25,000+ superfans



The 100 most active IICD fans sent

50,000+ tweets



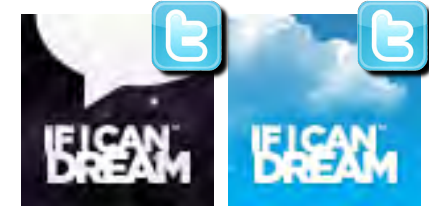
Total IICD-related messages on Twitter

250,000+ tweets



The Results – SOCIAL MEDIA

If I Can Dream's social media influence scores and those of its stars **surpassed** the scores of established mainstream media shows like **Glee** and artists like **P. Diddy**.



World-Class Social Influence



ASM built a social media audience from scratch

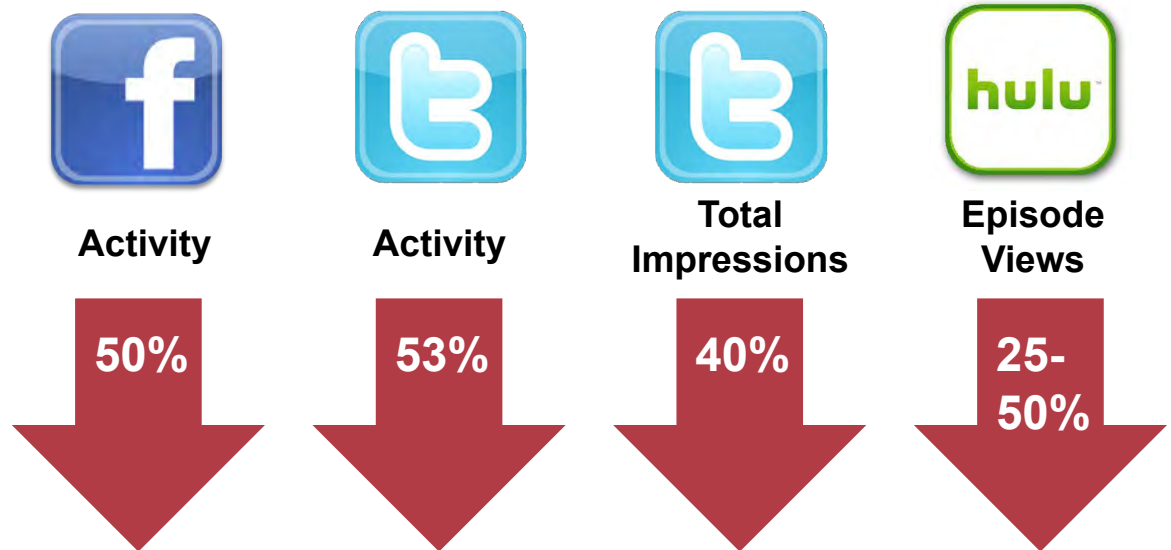
1.12 million fans in 6 months



ASM's fanatic.al™ Edge

In late July, ASM handed off social media outreach duties to 19 Entertainment's internal team, who continued to use the same front-end social media tool, *Hootsuite*, and continued to send outgoing social media messages at the same frequency as ASM had.

Without Attention Span Media & Fanatic.al



Without Fanatic.al and ASM's methodology, the same amount of manpower produced drastically lower results.