



Creating the audience of the most popular web TV series of all time*

A Case Study

Winter 2008 - Present Day

*on Hulu



The Assignment

Build an engaged and responsive audience around original web content without the use of traditional publicity and marketing tools.

The Challenge

How do we **build an audience from scratch** for an original web TV show that has no precedents?

How can we raise awareness for a relative unknown in the online video space with **no media budget**?

DORM LIFE

www.dorm-life.com

The Infrastructure []

Interactive Profiles across Platforms:

- Website, Facebook and Myspace Pages
- @DormLife Twitter account
- Character Profiles on all three platforms, actors and writers conversing with fans in real time



Mobilize the Superfans

Identify, Engage and Incentivize Top Influencers:

- As the audience grew, we needed a systematic way to interact with fans and get the most return
- We used early activity to identify and cultivate fans likely and willing to share Dorm Life with their social network
- We rewarded those fans with special/personal interaction:
 - Personalized shout-outs on Facebook and Twitter
 - Phone calls on their birthdays
 - Video chats and live streaming events
 - Highlighting fan-produced artwork/photos/videos/etc.



DORM LIFE

www.dorm-life.com

The Results – VIEWERSHIP

Video Views to Date

15,000,000+

Watch 50-100% of the Video

87%

The **all-time most popular**
show on **hulu**

The screenshot shows the Hulu website interface. At the top, there's a navigation bar with 'hulu' logo, 'TV', 'Movies', and user options like 'Welcome rebecca', 'Profile', 'Queue (45)', and 'Sign Out'. Below the navigation bar, there are tabs for 'Channels', 'Most Popular', 'Recently Added', 'Collections', 'Jobs', 'Trailers', and 'Spotlight'. The main content area features a large video player for 'DORM LIFE Season Finale'. The video player shows a group of young people in a dorm room, with one person wearing a pink wig. A 'watch now' button is visible. Below the video player, there's a notification: 'We have updated our Terms of Use and Privacy Policy'. Underneath, there are four columns of recommendations: 'Popular Episodes' (Meteor: Part 1), 'Popular Clips' (Saturday Night Live: Celebrity Jeopardy...), 'Featured Videos' (SpaceUp: Apollo 11: To the Sea of Tranqu...), and 'Hulu's Pick' (The Eagles Landed).

*as of March 2011

The Results – SOCIAL MEDIA

Twitter Followers

5,838

twitter

Fans (Page & Group)

14,108

facebook

Friends (of Characters)

20,039

facebook

The Results – SUBSCRIBERS

Subscribers

15,950



Opt-in E-mail Subscribers

1,900



Total Opt-in Subscribers

57,835*



*1,639 more than when we last checked in October 2010 (we haven't aired any new episodes since Spring of 2009)