



TAKE TWO

PERFORMANCE SUMMARY

Kick-off review
June 21st - July 6th
2018

WAY TO BLUE

SAM SWIFT IN-WORLD EXECUTIVE SUMMARY

Through a combination of organic planning and media placement we have grown Sam Swift's online fan-base to a total of

506 followers across all platforms



258 LIKES

Reach	65,242*
Engagements	3,450



161 FOLLOWERS

Impressions	10,200
Profile Visits	2,207



87 FOLLOWERS

Impressions	1,364
Engagements	181

There has been a steady growth and healthy engagement rate across platforms since the accounts were activated. With continued media spend, we should expect to see Sam's follower count rise steadily throughout season one

- ★ **Facebook** grew the fastest, while **Twitter** and **Instagram** continue to grow and will benefit the most from the future media spend
- ★ Engagement rates continue to exceed our internal benchmark, set against what we usually see

SAM SWIFT IN-WORLD TOP PERFORMING

- ★ Our top-performing post in terms of engagement, was of Sam as Dixie Burnside on Thursday June 28th; driven by Twitter and Instagram
- ★ The post of Eddie on Monday June 25th delivered the highest likes & subsequently comments
- ★ Worth noting that both of these posts received paid spend behind them



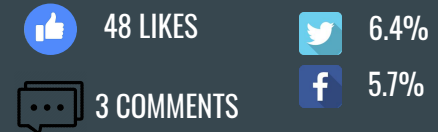
ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



*NOTE: PAID MEDIA SUPPORT

SAM SWIFT IN-WORLD LEARNINGS

- ★ Lift in engagement when TakeTwoABC shared the fireworks post on July 5th
 - Request ABC and/or talent sharing whenever possible
- ★ Talent-centric content outperformed standard content
 - Feature cast, especially Rachel, as much as is appropriate
- ★ Capitalizing on social holidays has shown stronger engagement especially with relevant hashtags
 - Continue to identify relevant social holidays and plan posts around them
- ★ Shorter copy is showing the best reactions
 - It is easier to digest and keeps fans from scrolling past a long caption. Use quippier copy where applicable



TAKE TWO

PERFORMANCE SUMMARY

Monthly Review
July 7th - August 2nd
2018

WAY TO BLUE

SAM SWIFT IN-WORLD

LEARNINGS FROM LAST REPORT AND CONTINUED ACTIONS

- ★ PAST LEARNING: Request ABC and/or talent sharing whenever possible
 - ABC has not shared since the beginning of last month. It would be great if we could request that they share our more popular posts, such as the Sam tattoo. The upcoming Eddie and Sam boomerang with Mr. Smartums could also be a good option for sharing.
- ★ PAST LEARNING: Talent-centric content outperformed standard content
 - We have continued to feature talent whenever possible and definitely see a lift in engagement and performance on these posts.
- ★ PAST LEARNING: Capitalizing on social holidays has shown stronger engagement especially with relevant hashtags
 - Some of the social holidays we identified did perform well. We are identifying additional social holidays for Sam, but want to ensure that they are still relevant to her content/the show
- ★ PAST LEARNING: Shorter copy is showing the best reactions
 - It continues to hold true that quippier copy will out-perform longer copy. Fans love Sam's humor and attitude, which shine through most when we post her short one-liners.

SAM SWIFT IN-WORLD EXECUTIVE SUMMARY

Through our continued efforts of organic and paid media support
we have now grown Sam's following to

1,793 followers across all platforms (+254%)



1,425 LIKES

Reach	8,979
Engagements	1,925

*NOTE: JULY 7-AUG 1



249 FOLLOWERS

Impressions	44,700
Profile Visits	4,196

*NOTE: JULY 4-AUG 1



119 FOLLOWERS

Impressions	568
Engagements	135

*NOTE: JULY 26-AUG 1

We continue to see a healthy growth and engagement. Media spends continue to propel the following number forward along with the continued success of Take Two.

- ★ Facebook continues to see the largest growth with a 450% increase in page likes since our last report
- ★ Sam's Twitter account has continued to grow, with an increase of 55% in the past four weeks
- ★ Instagram has seen the slowest growth (27% increase), but continues to meet and exceed our engagement benchmarks

BERTO AND MONICA IN-WORLD EXECUTIVE SUMMARY

Monica and Berto's accounts were just launched last week, and have gained a total of
83 followers across all platforms

BERTO  **7 FOLLOWERS**

BERTO  **32 FOLLOWERS**

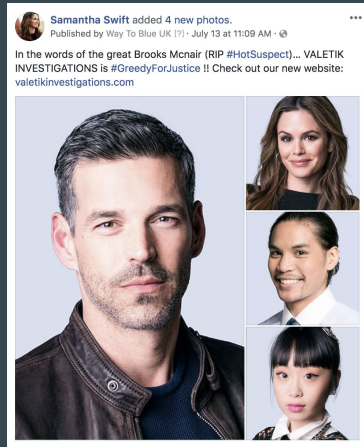
MONICA  **7 FOLLOWERS**

MONICA  **37 FOLLOWERS**

- ★ Our suggestion to grow Berto and Monica's accounts would be to interact with them via Sam's account
- ★ Continue tagging their accounts in posts, and Sam should RT Berto and Monica whenever relevant
- ★ Monica and Berto's accounts will inevitably grow slower than Sam's without paid support

SAM SWIFT IN-WORLD TOP PERFORMING

- ★ As anticipated, Eddie and Sam content out-perform all other content
- ★ Sam's comedic posts draw the most comments and engagement from our audience
- ★ Worth noting that the website post had paid media support



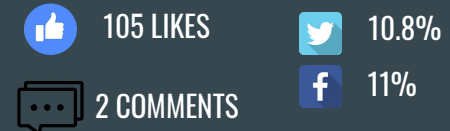
ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



*NOTE: PAID MEDIA SUPPORT

SAM SWIFT IN-WORLD CONTINUED LEARNINGS

- ★ Continue to focus on talent-centric content, specifically of Sam and Eddie
 - We take this into consideration as we plan out the calendar, and will continue to do so
- ★ Lean into humorous content as much as possible
 - Fans seem to respond very positively to Sam's sense of humor, and engagement rates are higher when it is utilized
- ★ Hint at Sam and Eddie's growing relationship through posts
 - This seems to be an aspect of the storyline that intrigues our fans.
- ★ Tailor posts per platform
 - Not all posts work for every platform. For example, lower quality photos do not perform as well on Instagram.



TAKE TWO

PERFORMANCE SUMMARY

Monthly Review
August 3rd - August 31st
2018

WAY TO BLUE

SAM SWIFT IN-WORLD

LEARNINGS FROM LAST REPORT AND CONTINUED ACTIONS

- ★ PAST LEARNING: Continue to focus on talent-centric content, specifically of Sam and Eddie.
 - When curating content for the future, fans engage more with content of the two characters interacting with one another in a comedic way that highlight each of their personalities.
- ★ PAST LEARNING: Lean into humorous content as much as possible
 - Fans enjoy Sam's sense of humor and this is reflected with higher engagement rate across the various social platforms.
- ★ PAST LEARNING: Hint at Sam and Eddie's growing relationship through posts
 - Fans continue to speculate at their relationship and are curious about their future.
- ★ PAST LEARNING: Tailor posts per platform
 - Continue to select specific copy, hashtags, emojis, and photos/videos for each platform and referring to which content has performed highest on each specific platform.

SAM SWIFT IN-WORLD EXECUTIVE SUMMARY

Through our continued efforts of organic and paid media support
we have now grown Sam's following to

2,389 followers across all platforms (+33%)



1,905 LIKES

Reach	6,763
Engagements	1,061

*NOTE: AUG 3 - AUG 31



328 FOLLOWERS

Impressions	30,400
Profile Visits	2,685

*NOTE: AUG 3 - AUG 31



156 FOLLOWERS

Impressions	806
Engagements	573

*NOTE: AUG 3 - AUG 31

As the Sam Swift social platforms continue to grow we see in an increase in engagement and fan loyalty after sharing highly organic during optimal posting times before and after each episode.

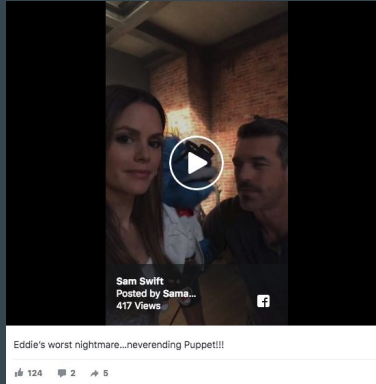
- ★ Facebook continues to have a steady engagement rate on posts (i.e. Likes and Comments).
- ★ Sam's Twitter account has seen continues to reach a high rate of fans with an increase of 32%.
- ★ While Instagram has seen the slowest growth in terms of follower count, the engagement rate is high, especially for video and boomerang viewership.

SAM SWIFT IN-WORLD TOP PERFORMING

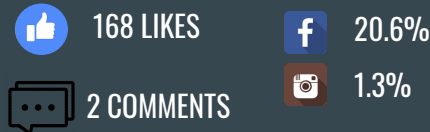
- ★ Behind-the-scenes content combined with an inside-peek at Sam's life thrives on social.
- ★ All content pertaining to Sam's daily life performs highly across all social channels.
- ★ Static content exceeds all other posts in terms of engagement and viewership due to the fact that 78% of posts during the listening period were static.



ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



SAM SWIFT IN-WORLD CONTINUED LEARNINGS

- ★ Prioritize video content over photo-based posts.
 - As has been proven in the past, video-based posts outperform photo-based posts across all platforms. When available, video content should be posted and optimized for the highest engagement rates on Sam's social channels.
- ★ Continue to capture the tone and voice of Sam Swift in her daily life.
 - Allowing fans to engage with Sam's inner thoughts and outgoing personality will further drive the connect to her fanbase and propel relatability.
- ★ Invite fans/followers to share their thoughts on Sam and Eddie's relationship.
 - Fans love seeing Eddies and Sam together, moving forward inviting fans to share their thoughts, dating tips, experiences, predictions, etc. will drive engagement and fan loyalty.



TAKE TWO

PERFORMANCE SUMMARY

End of Campaign Review
June 21st - September 14th
2018

WAY TO BLUE

SAM SWIFT IN-WORLD

OVERALL LEARNINGS FROM THE CAMPAIGN

- ★ CAMPAIGN LEARNING: Continue to focus on talent-centric content, specifically of Sam and Eddie.
 - When curating content for the future, fans engage more with content of the two characters interacting with one another in a comedic way that highlight each of their personalities.
- ★ CAMPAIGN LEARNING: Lean into humorous content as much as possible
 - Fans enjoy Sam's sense of humor and this is reflected with higher engagement rate across the various social platforms.
- ★ CAMPAIGN LEARNING: Hint at Sam and Eddie's growing relationship through posts
 - Fans continue to speculate at their relationship and are curious about their future.
- ★ CAMPAIGN LEARNING: Tailor posts per platform
 - Continue to select specific copy, hashtags, emojis, and photos/videos for each platform and referring to which content has performed highest on each specific platform.

SAM SWIFT IN-WORLD EXECUTIVE SUMMARY

Through a combination of organic planning and media placement we have grown Sam Swift's online fan-base to a total of

2,502 followers across all platforms



1,932 LIKES

Reach	185,433
Engagements	15,960



394 FOLLOWERS

Impressions	6,412
Profile Visits	10,262



176 FOLLOWERS

Reach	28,903
Engagements	1,564

Since the activation of the Sam Swift accounts, there has been a steady growth and healthy engagement rate across all platforms.

- ★ **Facebook** has seen the most growth throughout the campaign, while **Twitter** and **Instagram** continue to grow and will benefit the most from future media spend and cross platform promotions
- ★ Overall, audiences are engaging well with the content, considering the size of the fan-base

SAM SWIFT IN-WORLD TOP PERFORMING

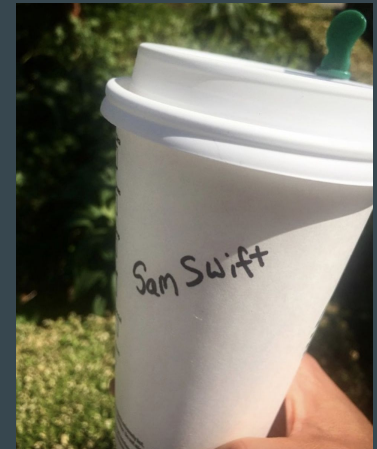
- ★ Our top-performing post in terms of engagement, was of Sam dressed up for her role at Valetik, shared on September 14th.
- ★ The post of Eddie dressed up delivered the second highest average engagement rate of 23.2%
- ★ Top performing posts throughout the campaign were all organic, with no paid spend behind them



ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



ENGAGEMENT RATE PER PLATFORM



SAM SWIFT IN-WORLD CONCLUSIVE LEARNINGS

- ★ Lift in engagement when TakeTwoABC shared the fireworks post on July 5th
 - Request ABC and/or talent sharing whenever possible
- ★ Talent-centric content outperformed standard content
 - Feature cast, especially Rachel, as much as is appropriate
- ★ Capitalizing on social holidays has shown stronger engagement especially with relevant hashtags
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