

# Optus & So You Think You Can Dance



The hugely successful partnership between Optus and So You Think You Can Dance illustrates the power of a strong franchise, engaging content and seamless integration across Ten's multiple platforms - TV, online and mobile.

## Background

Optus had been searching for ownership of a high rating, interactive TV property to connect with the "hard to reach" demographic of people 18 to 24. This segment is a very important and key commercial segment for telcos. It is especially important to Optus to strengthen its leadership in this demographic.

Optus' media agency, MPG, knew the reality TV genre is especially appealing to the 18 to 24-year-old segment. And the appeal is the interactivity - 18 to 24s are multi-tasking more than any other generation before them. This segment's interest extends beyond the show, to voting and going online to find out more - all the behind the scenes action, gossip and goings-on.

And they want to know everything as soon as it happens and then share it with their friends online and via their mobile phone - Optus' key offerings.

Above all, MPG and Optus knew reality TV offers one of the few unique opportunities to truly integrate a brand in an interactive and engaging way. So when Network Ten announced So You Think You Can Dance was coming to Australia, MPG jumped at the opportunity for Optus to own this property.

So You Think You Can Dance Australia not only offered Optus mass reach in its core 18 to 24 target, but also the ability to satisfy corporate, brand, product and commercial marketing objectives in an innovative, entertaining, creative and integrated fashion across television, online and mobile.

## Objectives

Optus' key objectives were to engage with 18 to 24-year-olds and make them aware of the Optus offering including: exclusive behind-the scenes video content for mobile; new handsets from Sony Ericsson; a brand new product in Optus Wireless Broadband; and exciting competitions with prizes that not only rewarded customers, but the dance community as well.

# CASE STUDY: OPTUS

## The Solution & Execution

In addition to the creation of specifically created So You Think You Can Dance Australia-themed 30-second Optus TVCs and 10-second program billboards, Optus, MPG and Network Ten worked together to develop a range of simple, relevant and effective integration solutions to connect and engage with the core target.

For instance, Optus-branded voting straps appeared at the bottom of the screen both in-program and through daily reminders (interstitials). Every time a viewer voted by SMS, a “bounceback” message was sent to the voter detailing special offers and information about mobile content. And as each eliminated contestant left the show Optus/Sony Ericsson presented them with a mobile phone and \$100 credit.

The very popular Nacho Pop, a choreographer and So You Think You Can Dance host, worked with Optus and Ten to showcase mobile content and was joined by contestants to showcase Optus' Wireless Broadband capabilities through integrated backstage segments across both series.

Not only was Network Ten open to integrating many of Optus' telecommunications products and services, but also extending goodwill to existing partners of the telco. Optus arranged for Cirque du Soleil to appear as a guest performer on So You Think You Can Dance Australia in Series One. Cirque du Soleil's appearance leveraged its tour of Australia, while cementing the credibility of the show in the dance community and affirming Optus' position as a major sponsor of the show and genuine supporter of dance within Australia.

This was further reinforced with the offer of a scholarship to a young, highly talented dancer named Caleb, identified by the judges through the audition process. Although he was too young to enter the competition, the Optus New Talent Fund was created and provided Caleb with a \$10,000 scholarship at the Sydney Dance Company.

In Series Two the Dance Crew Fund was introduced. Any dance crew, school or group was eligible to enter a competition to win one of three \$5000 grants.

## Results

Spontaneous, unprompted and prompted awareness of Optus' sponsorship was very strong. Importantly, Optus was correctly identified as a major sponsor, clearly “owning” So You Think You Can Dance Australia. Optus also recorded increases across a range of its brand image measures and reported an increase in sales across the pre to post-show period.

Optus' return as a major sponsor for the second series reaffirmed the power of the So You Think You Can Dance franchise to deliver innovative integration solutions which reach, connect and engage with the hard to reach 18 to 24-year-old target audience.