

COMMUNICATION OBJECTIVES

- Create awareness and buzz around the Season 5 Premiere date and about the chance to catch marathons of Seasons 1-4 on the channel prior to the season launch
- Leverage influencers and bloggers, who are GOT fans, to drive action as well as awareness
- Generate on-going PR mileage and visibility for the show and HBO Defined through media partnerships beyond the identified media universe. Also drive tune-ins for the show through listings and highlights

CHALLENGES FACED

- Pre-screening of episode 1 was arranged for the influencers and media, a week prior to worldwide premiere. To ensure there were no room for spoiler alerts before the worldwide premiere of episode one

CREATIVE SOLUTION

- Organized a Red Carpet Pre-Screening Event for key influencers and media at zero cost, and created buzz through customized invites which were leveraged by the attendees on their social media handles
- Organized for Maxim India representative to attend the International Media Junket by HBO in London for the GoT Exhibition and cast interview roundtable
- Supported the digital campaign 'FightForYourThrone' through PR prior to the launch of Season 5 to engage with fans
- Leveraged the tie-up with ComicCon Bangalore and leveraged cast (Podrick Payne and Natalia Tena) interviews in select key tier-1 media

SUCCESS OF THE CAMPAIGN

- Secured a high media worth of INR 21.9 crores (3.6MM US Dollars) earned quality media
- Organized a first ever pre-screening of Season 5 and invited key influencers based on our relationship with them and without any commercials involved
- Garnered week-on-week editorial coverage with innovative story angles along with tune-in mentions on MissMalini.com, HindustanTimes.com, DNAIndia.com and The Telegraph
- Secured more than half a -page quality exposure with the mention of Simulcast and HBO Defined in India's Leading Business Daily- EconomicTimes Brand Equity

