

The Glee Project Casting Call

Campaign Summary

Organizers for season two of Oxygen's *The Glee Project* engaged its target audience, generated leads for consumer marketing, and improved digital results by creating a casting destination for fans to upload and view entries and learn more about the television competition in order to win a role on Fox's hit show *The Glee Project*. Contestants in the casting competition were encouraged to upload and share their photos to gain access to an exclusive casting app with content geared toward a successful audition.

Strategy and Execution

On the heels of a record-breaking and award-winning first season of *The Glee Project*, Oxygen started casting talented contenders for a second season, with the grand prize of a guest-starring role on FOX's popular series *The Glee Project*. Two winners from season one had each landed seven-episode arcs in show, and two final-four contenders earned two-episode spots.

With open casting calls for season two held in Chicago, Nashville, and New York, plus a competitive online search, Oxygen wanted to engage its young, digital audience during the long days of sitting in line waiting to audition. Focused on engagement, Oxygen hired brand ambassadors to work the casting calls. They handed out prizes and snacks and took photos of the contestants. When the singers/actors shared the photos on their social networks, a secret was unlocked that included a special Casting Call website with exclusive casting tips and videos.

This consumer marketing and digital crossover project was a success: fans were engaged, Oxygen's marketing department captured emails and phone numbers for future communication, and the digital department saw increased number of page views, video streams, and social media mentions for each event.

Using the Casting Calls mobile website, auditioners watched exclusive videos with season one winners, the show's casting director, and other season one contenders. The site provided thematic photo galleries, interactive polls, and a live Twitter feed from each audition location with tips for a successful audition.

This mobile site was built in-house with no budget. Oxygen knew that there would be a limited time that auditioners would be able to access this content, so the mobile website was as easy to navigate as possible.

Results

Oxygen exceeded its goal of increasing mobile engagement among *The Glee Project* fans during the casting calls.

- The 1,041 auditioners at the two-day Chicago casting call generated 4,735 unique viewers and 16,282 page views. They spent 6,851 minutes on the mobile site.
- The Nashville casting call generated 2,821 unique viewers and 8,431 page views. Its 754 auditioners spent 3,859 minutes on the site.

- More than 2,000 people attended the final casting call in New York City, which generated 2,579 unique viewers, 10,404 page views, and 3,901 minutes spent on the site.
- Oxygen achieved more than 2,300 opt-ins for its newsletter.
- When the final cast of *The Glee Project* was announced, nine of the 14 cast members were discovered live at the casting calls.

Source

“*The Glee Project* Casting Call Cross-Media Event.” 2012 Smarties Submission Cross-Mobile Integration. Brand: Oxygen Media. Lead Agency: Oxygen Media.