

Real Housewives Social Edition

Campaign Summary

Bravo television network wanted to further engage social viewers of its hit series *Real Housewives of Atlanta* (RHATL). During the initial viewing of the program, the company prompted viewers to make comments on Twitter, Facebook, and Google Plus, and then re-aired a “Social Edition” with the best comments shown on screen.

Strategy and Execution

Bravo created the Social Edition of its hit show *The Real Housewives of Atlanta* by encouraging fans to weigh in using social media while they watched. In addition to using its own social following, Bravo leveraged the clout of its on-air talent to encourage more fan interactions during each new episode.

The company promoted social interactions leading up to and during each on-air premiere, collected the social gestures, curated them, and integrated them into each episode to create a new experience called the Social Edition. The company rewarded fans with the opportunity to interact with Bravo talent and also the chance to see their tweet, post, or comment on air.

The Social Edition experience started during each new episode. The executional strategy focused on getting the word out in the most organic way possible. Bravo created posts for its Facebook, Twitter, and Google Plus properties so followers received notifications on their mobile devices and desktops.

Additionally, Bravo alerted viewers during the television broadcast. Ten-second promos during the new episodes featured the leads engaging in the social conversation and reminded fans to interact, in real time, on Facebook, Twitter, and Google Plus.

Once the show was over, Bravo’s editorial team and the show’s producers curated the best live social comments. The posts from fans included everything from people taking sides in a fight to people criticizing the leads’ fashion.

After the show’s initial airing, the Social Edition aired with the social comments synchronized with the events in the show. This rewarded the fans who saw their names or Twitter handles on air, and drove more social conversation as viewers responded to the posts. Corresponding posts from Bravo talent provided behind-the-scenes details and added more fuel to the on-screen rivalries.

Results

On air, the first Social Edition episode of RHATL premiered on January 12, 2012, to 1.14 million viewers, a 67 percent increase from the four-week average for episode encores. The four RHATL Social Editions delivered an average of 431,000 viewers between the ages of 18 and 49, 32 percent higher than the regular Thursday primetime encores earlier in the season.

Bravo's Facebook page activity increased more than 200 percent during the promotion. The number of people who had Bravo in their circles on Google Plus doubled in one night. Fans mentioned *The Real Housewives of Atlanta* over 5,000 times across social media on the night of the premiere.

Because of this success, Bravo expanded the Social Edition program to include *The Real Housewives of Orange County*, *The Real Housewives of New Jersey*, and *The Real Housewives of New York*.

Source

"*The Real Housewives of Atlanta* Social Edition." 2012 MMA Smarties Submission Use of Mobile Social Media. Brand: Bravo. Lead Agency: Bravo Digital Media.