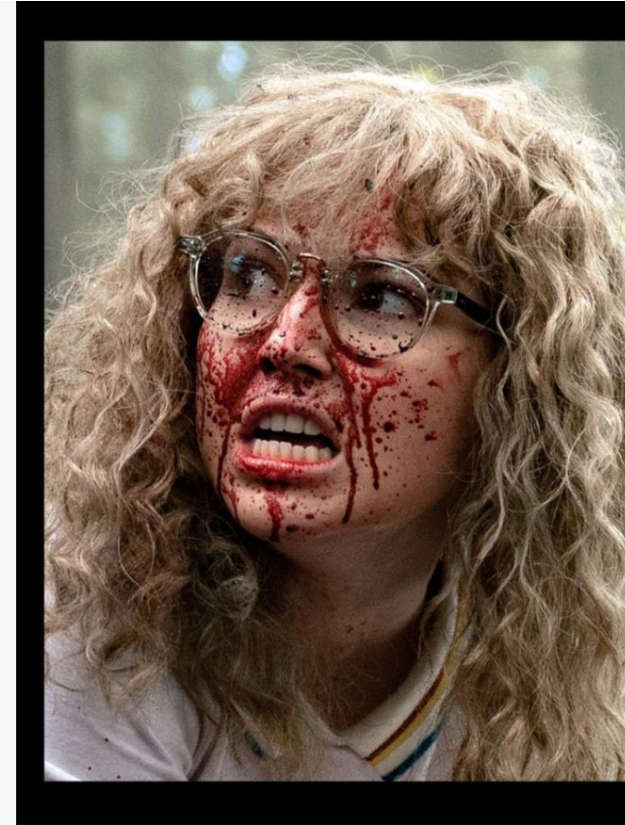
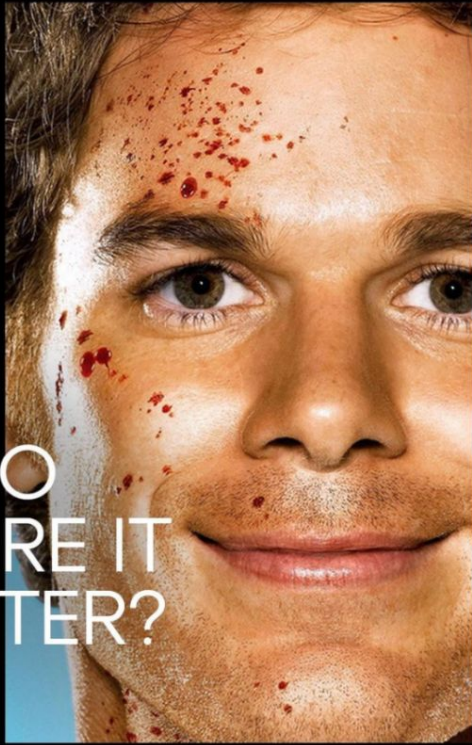




**BLOODY GOOD**

Halloween Campaign

WHO  
WORE IT  
BETTER?



To capitalize on the Halloween season and strengthen the consumer connection between SHOWTIME and premium horror and horror-adjacent content, we designed a fully integrated branded holiday initiative highlighting our arsenal of series and films throughout October to drive both viewership and acquisition.

# CULTURAL MARKETING

## Marketing Plan Goals

Campaign goals aimed to make **SHOWTIME** a destination for premium horror content

- Drive viewership of thematically relevant programming
- Add subscribers to the Paramount+ bundle

## Strategic IP Prioritization

Highlight premiere windows and tent pole series with synergistic storylines.

- Showcase a combination of new series, films, and library titles to showcase to mitigate churn
- Rationale behind IP selection relied on performance metrics such as monthly connects

## Showtime's Bloody Good

Home of provocative stories that draw you in and challenge your expectations

- Known for programming that's Bloody Good
- Satisfy viewers' thirst for dark films and series
- Plumb the depths of what it means to be afraid

# CONCEPT

## Creative Wrapper

Developed a creative wrapper and toolkit to unify visuals for all tactics

- :30 and :15 spots, :05 bumper creative



# FULL FUNNEL SUPPORT

TO REACH OUR AUDIENCE ONLINE WE TARGETED CHANNELS FOR REACH, CREDIBILITY, AND PRESENCE.

## KPIs

**Aimed to boost OTT signups, free trial conversion, and viewership year-over-year.**

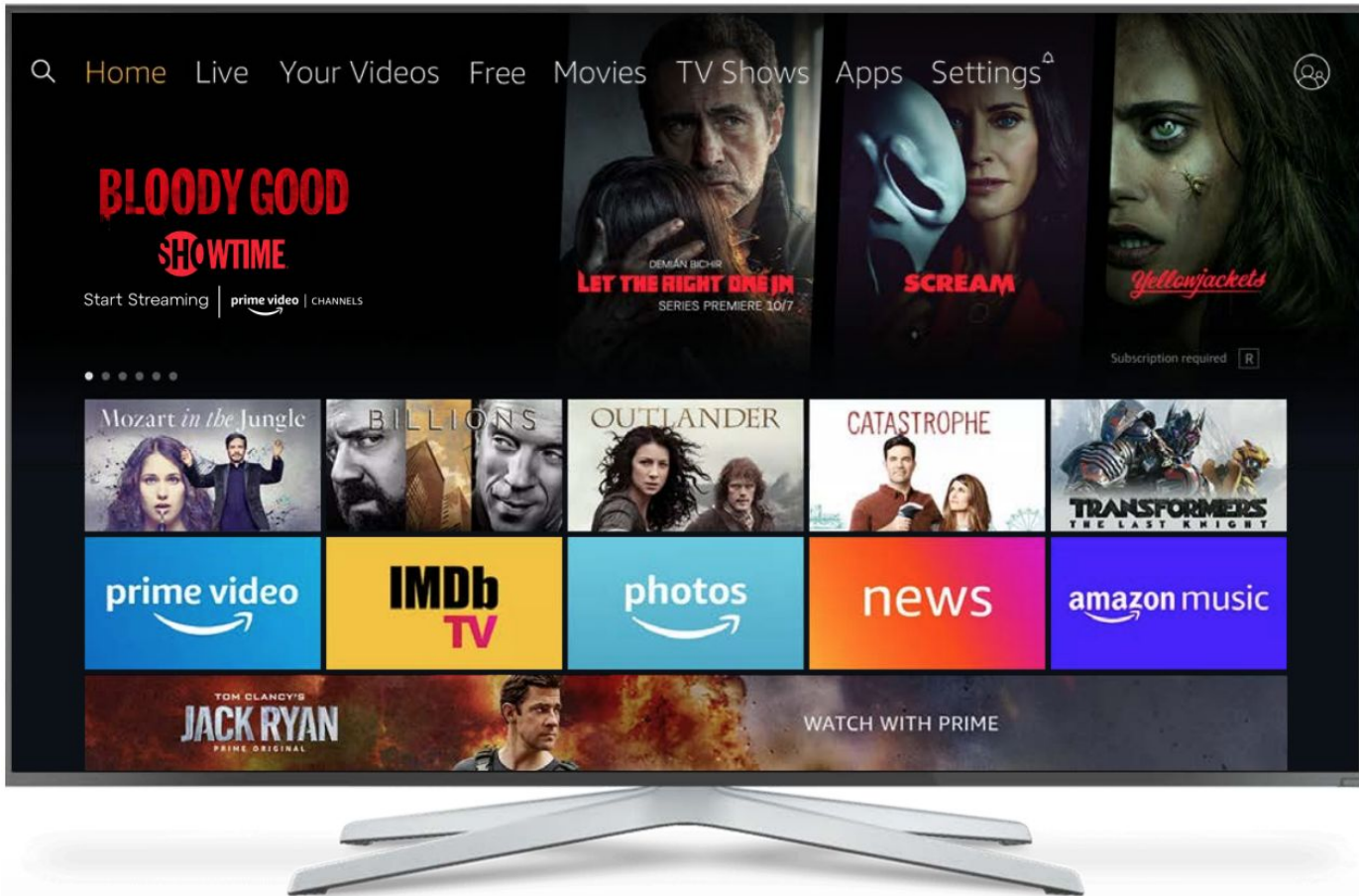
### Forecasts projected:

- 145-180K horror movie signups
- 70% free trial conversion
- 20% of starts streaming horror movie title first

## Media Plan

**Holistic multi-channel campaign supported outdoor, digital, streaming, and social:**

- Awareness & Consideration leveraged OOH, Twitter, Prime Video, IMDb, and Meta
- Acquisition focused on Roku, Hulu, Google, Yahoo!, TikTok, and more
- Viewership & Retention tactics targeted FireTV, Dish, Sling, and DirecTV along with others



Key high-impact and contextual media environments included a 3-day Bloody Disgusting takeover, a Scary Good IMDb sponsorship with 50% SOV, and an Amazon Feature Rotator.

# CHANNEL STRATEGIES

## Out Of Home Presence

Leveraged can't-miss placements at NY Comic Con and permanent OOH inventory in top markets

- 550K and 500K IMP outside Javits Center and Hudson Yard stations
- Activated billboards, bulletins and urban panels in Los Angeles, Chicago, and Philadelphia

## Owned & Operated

Activated content across linear and multi-platform channels

- Digital and social media including Influencer partnerships
- Two press releases

## On-Product Placements

Linear stunt of priority series and theatricals showcased throughout programming

- Three collections featured on SHOWTIME apps and across partners including Paramount+, Prime Video, Hulu, and Roku
- Launched custom landing pages and other features on SHO.com for paid and owned traffic destinations

Try 30 days free  
Then \$3.99/mo. for 3 mos.



[showtime.com](http://showtime.com)

Limited time offer.

Free trial for new customers only. Terms Apply.

To incentivize fans we ran a limited time offer for a 30-day free trial with a special price of \$3.99 a month for three months along with free content sampling.



RESULTS

# ACQUISITION & ENGAGEMENT

**11.7% LIFT**

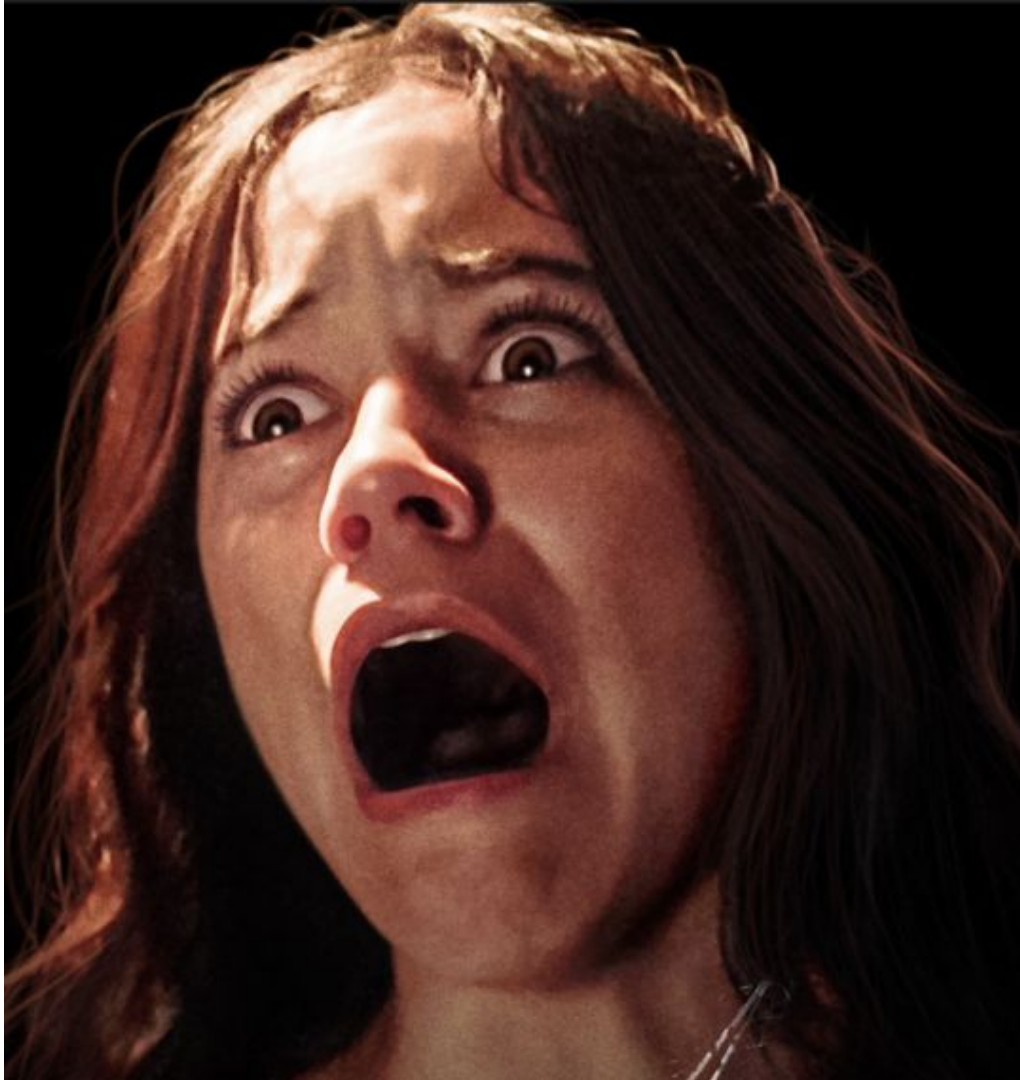
MOM Free Trial Conversion

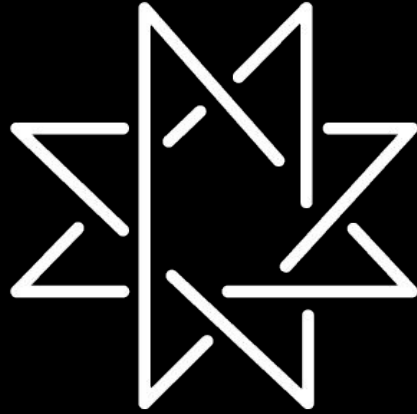
**16%**

Monthly Signups

**TOP 15**

All Titles Ranked in Most  
Viewed for the Month





**Thank You**

[hello@nyxae.com](mailto:hello@nyxae.com)