Telekom Disney+ Case Study

Challenge Example

For the launch of Disney+ in Germany, Telekom needed to promote a diverse range of new streaming options. Disney+ entails more than the classic original animations which are the first films customers think of. With Marvel, Star Wars, Pixar, and National Geographic, a broad range of entertainment possibilities entered the local market. The offer included free test months for existing customers and a variable cancellation policy. With the campaign Telekom tried to reach an extensive target group whilst also narrowing down the specific interests.

The goal of promoting a new streaming service was combined by the effort of collecting data and building customer segments for further retargeting possibilities. The data gathering was supported by Telekom’s partner company emetrix.

Wagawin Solution

Telekom chose for this quite large campaign a mix of interactive LivingAds that complement each other. The selection included the LivingAds Hot or Not, Banner Pair and two Video Quiz with different answer options.

The Hot or Not started with more general details about the new streaming service and offer details. The user swipes either right to indicate a positive answer or left for a negative answer. Each user interaction (positive and negative) was tracked to gather a better understanding.

The Banner Pair consisted of 8 pictures, and works like a classic “memory” game, where the user has to find 4 pairs. In this game the 4 pairs where built out of pictures from 4 lead characters within the Marvel, Disney, Star Wars and Pixar universes. The first customer interaction was always tracked. The endcard summarized the most important offer details and led to the Telekom Disney+ landing page.

Both Video Quiz LivingAds used a 20 second video to promote Disney+ and a question & answer opportunity which could be answered either during the video or after. The first video offered the chance to indicate which of the four franchises Marvel, Pixar, Disney or Star Wars is of most interest to the user. Each answer opportunity was tracked to use the preference information for further retargeting.

The second video presented four answers, from more information to interesting to dislike. Both videos finished with an endcard that recapped all details and redirection opportunities to the offer landing page. In the second video answer 1,2,3 which all indicate a positive reaction were segmented and answer 4 for a negative reaction or a disinterested in the service.

The campaign, which ran from April 30th to May 19th, delivered over 3 Million impressions through all four LivingAds. The first video quiz also revealed the customers were most interested in Disney, followed by Star Wars and Pixar, with Marvel coming in last. The overall very positive user interaction results and the built segments will help
Telekom to customize and personalize future offers for their customer base. The segments can also be used for upcoming campaigns to re-approach customers, build lookalikes or for cross device usage.