



Magnum Pleasure for Free

MMA CASE STUDY

Campaign Summary

To help promote its new Pink and Black ice cream flavors, Magnum partnered with the most popular TV channel in Turkey to sponsor free viewing of the channel and its most popular content in exchange for ads and huge exposure.

Strategy and Execution

Primetime TV shows are wildly popular in Turkey. While shows are primarily watched on TV, consumers are also watching them on digital platforms, such as channel websites and mobile apps. Shows are so popular that high viewership numbers continue three to five days after an episode has aired.

Mobile video has become essential for brands today. The number of mobile Internet users in Turkey increased from 6.5 million in 2011 to 12 million in 2012. Magnum reached its target group in an interesting way through Kanal D iPad sponsorship. Kanal D, the most popular TV channel in Turkey, has many famous TV series that have cult-like followings.

The people who watch Kanal D, and its series, align with Magnum's target group of pleasure seekers over the age of 20. Normally, the Kanal D app is a paid service, but to reach the channel's avid fans and Magnum's target market alike, the brand offered the app to consumers at no cost.

Results

The banners placed in the episode pages garnered more than five million impressions and 77,000 clicks. The click-through rates recorded through the banners were higher than standard banners. Kanal D's main page CTR was 1.14 percent, while the CTR for the episode pages was 1.64 percent. In just two weeks, 410,000 users entered and watched free episodes.

Source

"Magnum: Pleasure for Free." 2013 MMA Smarties Submission Tablet Campaign. Brand: Magnum. Lead Agency: Mindshare.