

HGTV Case Study



Overview

Facebook portal for US lifestyle TV network:
<http://www.facebook.com/HGTV>

1,279,538 Facebook followers

Our most recent promotion was a branded Facebook tab, which included a trailer area, online poll feature, live twitter feed and a prize draw. Visitors had to “like” the brand in order to enter the prize draw. The promotion attracted over **56,000 entries** and over **12,000 user votes** on the polling feature.

You can see the tab on promotional partner Front Door’s Facebook page:
<http://www.facebook.com/FrontDoor?ref=ts>

facebook

Wall Info Instant Win Cool Houses... Notes Events

HGTV house hunters

HGTV house hunters
WEEKNIGHTS 10/9c

You know you want to watch SWEEPSTAKES and Instant Win Game

ENTER DAILY

What's on your mind?

I have just voted in the House Hunters Poll!
Cast your vote now!

Not published yet via HGTV House Hunters

By publishing, you are agreeing to the Facebook Terms of Use.

Publish Cancel

tweet ticker

JaMarcus Cunningham (THE_oNIV_cHILD)
#NIM #househunters

B Woods (skuzemewoods)
Tiny ass bathroom! #househunters

page's favourites

friends

ia SMS

ision of Property seknights 8/7c!

1,279,609 people like this

If you have an idea for a campaign, or need one! Call us today...

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