

Animal Planet leverages rich media and video advertising across platforms to engage 20M+ viewers for River Monsters premiere



At a Glance

Who they are

Animal Planet, part of Discovery Communication's Animal Planet Media (APM) business unit, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content on multiple platforms. APM offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment.

Goal

- Create awareness and drive viewership of River Monsters series
- Drive excitement for River Monsters premiere with target audience
- Encourage ongoing engagement with the YouTube Community

Solution

- Promoted Video Ads around similar YouTube content
- In-Stream Overlay Video ads on desktop and mobile
- Interactive Video Ads on the AdMob network
- Interactive Rich Media Masthead on day of River Monsters premiere

Results

- 95M+ paid ad impressions
- 930k+ video views
- Users spent an average of 3:45 min on site
- 840+ comments for videos featured on youtube.com/rivermonsters
- 740+ people liked the videos
- 1,944 users subscribed to Animal Planet's channel
- 1,721 users shared on Facebook

Overview

Animal Planet, the 'Surprisingly Human' TV network, is well known for sharing bold stories focused on the interaction of humans and animals in the real world. To build awareness and viewership for the new season of the popular River Monsters series, they brought these stories to life through an integrated media campaign. Compelling rich media and video advertising on both desktop and mobile created an engaging experience that drove virality and social buzz around the show - which launched with viewership that exceeded expectations.

Unleashing the new River Monsters

Animal Planet leveraged a suite of YouTube and AdMob advertising products to promote River Monsters, a hit show starring the world's largest, strangest and most dangerous fish. Running across platforms enabled them to reach the broadest audience possible in an engaging and interactive way. In order to truly capture the imagination of entertainment and outdoor enthusiasts, ads led visitors to a mimicry gadget on the Animal Planet Brand Channel. This enabled the star of the show to pop off the screen to introduce new creatures of the season.

Being able to run a variety of video and display ads with a unique and highly engaging creative execution allowed us to reach viewers across multiple platforms and encouraged ongoing interaction with River Monsters show content."

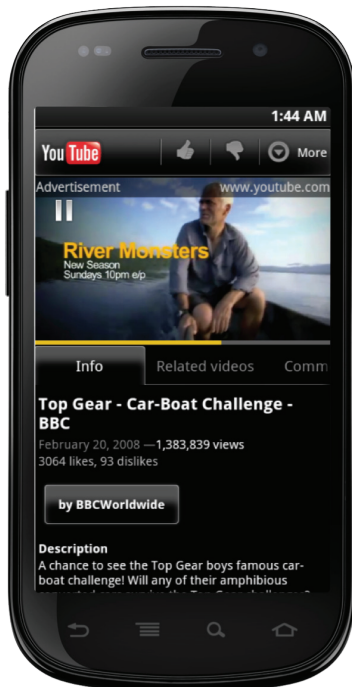
— Victoria Lowell, the SVP of Animal Planet and Science Marketing

In the week leading up to the premiere, Animal Planet drove engagement with the mimicry gadget in a variety of ways. YouTube users were able to interact with River Monsters content whether they were searching for their favorite video, watching partner content or browsing the homepage.

- Promoted Video Ads enabled Animal Planet to capture the attention of viewers looking for similar content on YouTube.com - a fantastic way to reach their target audience with relevant clips from the show.
- In-Stream Overlay Video Ads on both desktop and mobile extended this engagement to partner content with a clickable overlay leading to the River Monsters Brand Channel.
- To drive even more excitement on the day of the premiere, a Rich Media Masthead on the YouTube homepage revealed clips from the upcoming episode and clearly reminded users they should tune in.

AdMob Interactive Video Ads increased mobile reach by extending the campaign into partner apps on the AdMob network. Users were able to watch a preview of the River Monsters show, share the video through social media, learn more on the show's mobile website and watch additional videos all from within the mobile ad.

Animal Planet reaches viewers on their mobile phones with interactive video and in-stream video advertising:



River Monsters In-Stream Overlay Video Ad in YouTube Android app



AdMob Interactive Video Ad

Learn more about the Google Display Network at www.google.com/displaynetwork

River Monsters Masthead on the YouTube desktop homepage:



Mimicry gadget on the Animal Planet Brand Channel:



This integrated approach to media ensured that Animal Planet would reach as many potential viewers as possible across both YouTube and the AdMob Network, while the fun creative elements encouraged engagement past the ad creative – whether through subscribing to the YouTube Channel or sharing content with friends.

River Monsters in the wild

The River Monsters campaign was hugely successful in generating interest in video content on the Animal Planet Brand Channel. Advertising generated 930k+ video views on the River Monster clips, with users spending an average of 3:45 minutes on the website.

Featured videos generated 840+ comments and 740+ 'likes' on the Animal Planet Brand Channel, while nearly 2k users subscribed to the channel. This continual engagement will enable Animal Planet to keep in touch with their audience as new content for this show and others comes online.

Mobile users were also highly engaged with the premiere video. The mobile In-Stream Overlay Ads received more than 3M impressions, with 84% of mobile users completing the video. Interactive Video Ads on AdMob generated another 6M impressions, with 75k users engaging with one of the interactive elements in the ad creative.

The River Monsters campaign effectively accomplished our goal of driving valuable and engaging interactions with potential viewers and fans that want to feel and experience the content."

— **Victoria Lowell, the SVP of Animal Planet and Science Marketing**

