

ABC Studios Advisory Panel: It's Emmy Time!

ABC Studios had been working with Passenger's customer collaboration platform and client services team to build and grow a private online community around fans of existing and new shows. The goal was to give producers and executives an opportunity to directly connect with viewers, engaging them in ongoing dialogue and incorporating that voice into the development of their shows. This collaborative environment not only gives ABC Studios unique insight into viewer habits, reactions and preferences, it also provides loyal fans an opportunity to affect real change in the storylines, characters and overall creative direction.

In May 2008, ABC Studios worked with Passenger's community managers to create a special Activity in its existing Advisory Panel community around the popular TV series, "Lost." In preparation for the upcoming Emmy submissions, ABC Studios reached out to community members who were *not* viewers of the hit TV show to preview several episodes from season four and elicit feedback on which should be submitted for an Emmy nomination. Due to the complex nature of Lost's storyline, ABC Studios wanted reactions from those not familiar with the show to get an objective opinion on the episode's standalone appeal.

The engaging discussions in the community and valuable feedback from this collaboration directly influenced the producers' decision to submit the episode "The Constant" for Emmy consideration. To thank their community members, Lost's Executive Producers Damon Lindelof and Carlton Cuse gave a special shout out and thank you to the ABC Studios Advisory Panel in their June podcast, featured on ABC.com.

The feedback was right on target, as the producers of "Lost" recently learned of their Emmy nomination for Outstanding Drama Series, as well as six other Emmy nominations for the show (results will be announced at the awards ceremony in September).

Client: ABC Networks

Agency: Passenger

Budget: Undisclosed

Date of Campaign: May 2008