

# Digital Word of Mouth Helps Saturday Night Live Distribute Videos to Online Fans via Branded Player

Saturday Night Live is arguably one of the most well-established entertainment properties on television and the internet is consistently filled with buzz about the show. NBC loved all the chatter and video plays the show's clips were receiving online, but found that the majority of consumers turned to YouTube and other video sites to view the clips. NBC came to 360i to devise a word of mouth marketing program that would increase distribution of SNL content within a branded player and connect consumers with the original source of the videos.

## Solution

Rather than attempting to drive consumers only to one or a handful of Web sites to view the clips, NBC decided to make the content sharable, but on their terms. So the network created a portable and embeddable video player for their content that could be shared around the Web and embedded within sites.

360i developed a digital word of mouth program to promote the SNL clips on the NBC player to major blogs and online media outlets. Outreach was intensified every Sunday morning when clips of the previous night's show became available.

In addition to the digital publicity outreach, 360i worked with NBC to optimize their video player so that a search for SNL videos would list natural search results from sites that utilized the custom player. The use of the video player across hundreds of top-ranked sites, a direct result of 360i's DWOM efforts, coupled with click-throughs from the natural search listings, further amplified the traffic and prominence of the NBC video player in the blogosphere.

**Client:** NBC (Saturday Night Live)

**Agency:** 360i

**Budget:**

**Date of Campaign:** Spring 2008