

CNW ARC

CASE STUDY | HGTV



OBJECTIVES

- Highlight brand refresh for HGTV Canada
- Announce HGTV Canada's Fall schedule

RESULTS

- Articles in trade magazines regarding the brand refresh
- Positive media coverage for the Fall schedule



Q&A WITH SARAH STEVENS

PUBLICIST
HGTV & DIY NETWORK CANADA
SHAW MEDIA

What prompted the idea to use the ARC for this project?

SS: Shaw Media currently has a media site in order for press to access press releases, images and other relevant publicity materials. However, we had no way to change the basic design of that site for a particular project, nor the ability to upload video.

After seeing the ARC in a conference, it seemed the best way to highlight an updated look for HGTV Canada – through the design of the ARC page and through the video assets to show new promos and features.

Do you feel the use of images and videos added to the strength of your campaign?

SS: Absolutely. It's imperative that we communicate videos to the media from HGTV, and images are constantly used in conjunction with press releases and interview requests. To be able to have them all in one location that was easy to navigate made it ideal.

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How big of a role does social media and multimedia play for you or your team members when considering marketing campaigns and/or events?

SS: Social media is consistently incorporated into our publicity strategies and campaigns.

Can you outline how HGTV used social media for this project?

SS: We were specifically targeting Canadian media rather than Canadian consumers for this campaign, so the social media outreach was refined to Twitter messages geared towards entertainment and television media in order to link back to press releases and assets in conjunction with HGTV Canada's refresh. In the second stage of our ARC, we used the same strategy to release news about our October television series premieres.

Did you have specific measurable goals for this campaign?

SS: Our ARC campaign had two parts to it. The first was to highlight a brand refresh for HGTV Canada which included a new logo, channel description, and on-air elements. Our goal for this part of the campaign was to communicate to trade and entertainment media this update and garner press coverage in trade outlets regarding the new design. The second part was to announce HGTV Canada's fall schedule, garnering not only media coverage but also high viewership for our key fall series.

Were those goals met?

SS: We did have several articles in trade magazines regarding the HGTV Canada brand refresh, and our fall schedule achieved very positive media coverage.

How did you monitor/measure those goals?

SS: We consistently monitor media for stories regarding HGTV Canada in addition to our priority shows and talent.

Do you feel that working with CNW helped you? Why/why not?

SS: Working with CNW certainly streamlined the process to provide press material, images and video to media in one convenient package. It also made it easier to reach out to media via the wire about several key messages or updates all driving back to one source - the ARC. Additionally, the ARC allowed an excellent forum to share a whole new look for HGTV that had to be conveyed visually.

What would you say is the best part of the ARC? What about working with CNW in general?

SS: The best part of the ARC was providing one simple location for our target audience - entertainment media in Canada - to access all of our communication tools. Working with CNW and MultiVu was simple and straightforward, and I found someone was always quick to answer my questions or amend any issues with the site when they came up.

Overall, are you happy with the part CNW played in your project?

SS: Yes, definitely. Especially given that there were so many releases and images being sent on the wire it provided an excellent way to send multiple releases and provide more assets for the media.