

Case Study/ The Credits

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The Social Oscars:
A predictive data
visualization



At a Glance/ THE CREDITS



Organization:

The Credits, sponsored by the Motion Picture Association of America

Founded: 2012

Headquarters: Los Angeles, CA & New York, NY

Audience: Audiences everywhere, film lovers, and the creators and makers of movies and TV

Industry: Media/Broadcasting

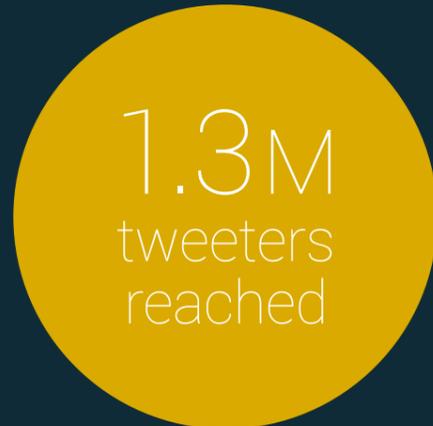
Website: www.thecredits.org

Services: To tell the stories behind storytelling in the film industry

Brandwatch services: Social Media Monitoring & Analysis

Key Results/

- Increased brand visibility, including coverage by some of the entertainment industry's most influential media
- Significant and sustained traffic increase to TheCredits.org following launch of The Social Oscars predictive analysis and data visualization
- 4% increase in Twitter followers in just 1 week
- Extended Twitter reach, with related tweets reaching users with a sum total of over 1.3 million followers
- Gained authority by predicting 15 of 18 award winners correctly



Background/

Gaining Recognition in Today's Entertainment Industry

The Credits is a new and innovative digital magazine designed to highlight the creative work that goes into making film and television. Launched by the Motion Picture Association of America (MPAA) in September 2012, thecredits.org provides in-depth information and interviews with people in a variety of film-making roles, including those in pre-production, on a film set, and in post-production.

Since its inception, *The Credits* team has successfully gained visibility and increased traffic to its site by aligning an entire week's content to a single theme. One example was the "Bond Week" theme, with an infographic of Bond villainesses as its centerpiece. As *The Credits* entered 2013, editors recognized an opportunity for a sustained theme "campaign" around awards season.

The Challenge/

To Elevate *The Credits* During the Oscars Season

With the sometimes-overwhelming volume of industry and fan buzz that surrounds the Oscars on social media, news, and entertainment websites, it's difficult for any single organization to capture fans' attention and drive new traffic to its site.

But that's exactly what *The Credits* sought to do. "We know we have something pretty special here when it comes to immersing fans into the stories behind the storytelling," said Khalid El Khatib, senior director at *The Credits*. "We had to get creative and produce something engaging that would help people make sense of the Oscars buzz on social media."

The Motion Picture Association of America had been leveraging the Brandwatch social analytics and monitoring platform for some time for ongoing analysis on the social web. Using Brandwatch, the team identified two key items that would inform a 2013 Oscars content strategy for *The Credits*. First, Oscars office pools were growing in popularity and leading many people to track their ballot choices and favorites online. Second, with such a competitive race underway for some of the top awards categories, there was an opportunity to use analysis proactively to provide a new kind of insight into all the conversations online. With this intelligence in hand, *The Credits* and Brandwatch decided to team up to develop an interactive, real-time Oscars predictive analysis.

The Solution/

The "Social Oscars"

In a very short period of time, the collaboration between Brandwatch and *The Credits* led to the development of a predictive data visualization, or DataViz, called the "Social Oscars." Over the course of a few weeks leading up to the Academy Awards, the DataViz tracked and analyzed the volume and positivity of sentiments expressed about various nominees across approximately 1 million social mentions.

Additionally, the DataViz segmented the analysis between critics, or voices of authority in the industry, and the public at large, providing both a high-level and granular view of leaders in numerous Oscar categories.

"We knew we had something unique with the DataViz," says El Khatib. "It showed an appealing view of awards and top categories, but also drew attention to the lesser known, behind-the-scenes categories which we focus on with our site content." Once media outlets and key stakeholders covering the film, entertainment and social technology industries got a glimpse of the depth of insights behind the analysis, the DataViz—along with a companion infographic showcasing the final Oscars predictions (of which 15 out of 18 were correct) and the related *Credits* articles unveiling it—drew massive attention from multiple national and trade publications and even broadcasters. This heightened visibility also drove large volumes of traffic to *The Credits* site.

Upon arriving at *The Credits* site and viewing the DataViz, visitors became immersed in the surrounding content. That's because *The Credits* leveraged the DataViz as a centerpiece to a weekly theme whose content played right into the DataViz. "The visual and interactive nature of the DataViz got people there, but it was the analytics part that got them hooked," said El Khatib. "The analysis led visitors to our exclusive site interviews and features and helped establish *The Credits* as more of an inside authority, which was the initial goal of our awards week effort."

Elevated Credibility, Visibility and User Base

In the two weeks leading up to the **Academy Awards** event and the week following, both **The Credits** and **Brandwatch** teams became immersed in interviews with press, radio, and TV reporters intrigued by the innovative analysis and accuracy of the predictions revealed through the program.



The Results

Beyond the press coverage, *The Credits* benefited greatly in terms of engagement, both on its own site and on major social sites like Twitter and Facebook.

Some of the key engagement gains garnered from this co-promoted initiative included:

- *The Credits* editorial feature that unveiled the DataViz quickly became one of the top 10% most popular stories since thecredits.org site was launched
- 100 new followers on Twitter, or a 4% increase in 1 week
- Tweets about the DataViz from Twitter accounts with a sum total of over 1.3 million followers
- Significant and sustained traffic increase to the site following coverage of the DataViz
- Coverage with influential sites, such as Movieline and Yahoo! Movies

“The press pickup was fantastic,” said El Khatib. “It was among our best PR weeks ever.”

According to El Khatib, none of the insights into their social media gains would be possible without Brandwatch's tracking capabilities.

Hashtags played a critical role in tracking, because 40% of what *The Credits* tracked was coming from Twitter. “This project is part of a larger trend toward customized digital insights,” said El Khatib. “Rather than counting comments, analysis must keep human voice at the forefront. Behind every mention is a critic, business, or audience member. Distinguishing between author groups allows for richer, more accurate insights.”

The Future: Excited to Do More With Social Analytics

Fresh off the successful Oscars campaign, *The Credits* and Brandwatch have proven a new level of value that social analytics can provide in gaining credibility and engagement with online readers and audiences.

As a result, *The Credits* organization is already dreaming up more out-of-the-box DataViz ideas. On the top of the list of ideas is a way to utilize findings from a survey *The Credits* performed with several thousand people regarding their favorite movie presidents.

“That sort of content is even more powerful when visual and interactive,” said El Khatib. “Once we conceptualize the right hooks, Brandwatch has the people and analytics to make them work in the social realm.”



To see some of the press highlights in detail, [click the stars!](#)

About/

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Khalid El Khatib
Senior Director
The Credits

About *The Credits*

The Credits is an online magazine sponsored by the Motion Picture Association of America that celebrates the hard work and creativity that goes into making the movies and television shows we all love.

Often we're leaving the theater, changing the channel or clicking through to the next episode on Hulu by the time the credits roll; we hit the pause button to take a better look at the names on the screen. There are countless creators and makers to meet, each with a great story behind the story.

For more information, please visit www.thecredits.org

Brandwatch

Brandwatch is a leading provider of social media monitoring and analytics solutions.

More than 700 global brands and agencies use Brandwatch, relying on a broad range of social coverage and highly reliable, spam-free data to monitor online conversations. As a result, organizations can glean insights around their brand interests, conduct market research, predict market trends, and more actively engage influencers, customers and prospects.

A global company, Brandwatch is headquartered in Brighton, UK and has offices in the United States and Germany.

For more information, please visit www.brandwatch.com