



TVNZ U FEATURED AS CASE STUDY ON FACEBOOK ADS PAGE

To launch its new youth TV channel U, TVNZ developed a Facebook® application that is now featured as a global case study on the Facebook Ads Page.

The Facebook Ads Page has almost 125,000 fans throughout the world and features case studies across a range of industries and brands. Only a handful of New Zealand campaigns have had case studies written about them, and U is the only TV channel in the world to feature on the page.

U's case study showcases its innovative use of a Facebook application (app) and the strong results from the supporting Facebook advertising campaign. U's Facebook app was developed to deliver New Zealand's first (also believed to be the world's first) "social television" experience, where social networking and broadcast television would collide.

The results have surpassed all expectations. Pre-launch, U had 952 Facebook fans on its page. Just four weeks later the fanbase surged to 10,000. Now the page has over 22,000 fans. U's posts have been viewed over one million times and *U live's* app averages 3,500 uses each week with more than 50,000 total users since launch. 86% of Facebook users are within the target demographic, meaning that the app and the campaign connected U with the right audience.

Since TVNZ launched the channel in March, U has rapidly established itself as a favourite with the youth audience, consistently achieving cumulative numbers of over 1.2 million per month.

TVNZ's Head of Digital Channels and Digital Media, Eric Kearley says, "U was designed to be more than a TV channel; we aimed to build an interactive multi-platform brand. The brand takes active involvement and inclusiveness as given and Facebook has been key to delivering this to our audience. Having worked with Facebook in the development of the app and the campaign from the very beginning put us a strong position to deliver these exceptional results."

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To read the full case study visit:

http://ads.ak.facebook.com/ads/FacebookAds/TVNZ_CaseStudy.pdf

About U:

U is a commercial, free-to-air, digital channel and is the only completely localised youth channel in New Zealand. Aimed at 15-24 year olds, U is interactive social television. U is available on Freeview channel 6 and SKY channel 016. For more information, go to u.co.nz or join us at [facebook.com/tvnzu](https://www.facebook.com/tvnzu).

Advertising on Facebook:

For more information on how you can advertise your brand on Facebook visit <https://www.facebook.com/FacebookAds>

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