**Content Marketing World Awards  
  
Brand:** HBO Max

**Campaign:** Legendary

**Category:** Best Use of Multichannel Social Media in Content Marketing

**Category Description:** Best Use of **Multichannel Social Media** in Content Marketing

**Assets:** The creation of consistent content specific to multiple business social media accounts, as well as an engaged user base. Everybody uses social, but so few know how to integrate various channels without sounding repetitive. You use it beautifully, to place your brand at the centre of the right kinds of conversations. Tell us your secrets, and show your content marketing colleagues the way.

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[Some background information](https://omnicommediagroup.box.com/s/5ja764zuvyshb25yb6yp86kue6llmshi)

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Normal - Written Submission

1. **SUMMARY**: **Strategy, Audience**and**Goals** – 300/300 words

In 2020, HBO launched its new streaming service HBO Max and premiered a groundbreaking show: *Legendary*. We needed to generate awareness and excitement around this vibrant and unique LGBTQIA-focused reality competition while promoting HBO Max.

*Legendary* takes viewers into the thriving New York ‘voguing’ scene – known as house-ballroom – featuring eight ‘houses’ walking their way through nine balls to win the grand prize of US$100,000.

The show is an outstanding opportunity for LGBTQIA and other marginalized people to feel they can fully express themselves while feeling they’re part of an inclusive community.

Our goals were to engage the LGBTQIA audience, its allies and millennials curious about LGBTQIA culture, increase brand awareness for Legendary and HBO Max and ensure the series launch would be a hit.

Youth are heavy social networkers who love feeling like they’re part of the conversation. They also express their opinions without holding back through means of fundraising and petitions (23% and 26% respectively.)

Tapping into their desire for expression, we launched an integrated campaign, placing social at its heart. Understanding the importance and culture of the house-ballroom scene, the power of dancing would be the key, ensuring our audience could engage with the show.

First, we launched our #LegendaryChallenge on TikTok, teaching our audience specific choreographies that would be danced to the show’s theme tune. This encouraged our audience to actively participate and to discover the liberating power of dancing and inclusive culture of the house-ballroom scene.

On Instagram stories we shared signature moves and the importance of ballroom dancing for the LGBTQIA community.We amplified highlights from the show (known as “gagging” moments) throughout social while partnering with trusted LGBTQIA influencers with the goal of encouraging fans to watch *Legendary.*

We also forged partnerships with popular LGBTQIA media publishers, promoting Legendary heavily on their social media channels.

1. **PERFORMANCE:** Detail the performance of this project against its defined goals i.e., reach, impact, statistics etc. - 300 words

*Legendary’s* campaign showcased the ball community as an accepting, diverse subculture regardless of race, gender, sexual identity, or orientation which viewers feel they are part of when tuning into HBO Max. And not only that – we also gave our audience a space in the spotlight to express themselves.

Our TikTok #LegendaryChallenge smashed benchmarks with 1.6 BILLION video views, +226% above benchmarks of 500M. 583k people created video responses – exceeding benchmarks by +191% (200k-300k) – totaling 1.1M videos (185% above benchmarks of 400k). Our challenge even got picked up by the media, and significantly increased association between Legendary and HBO Max.

On Facebook, we recorded a +10.6 points awareness lift (+6.3 points over benchmark), while on Twitter the awareness of the series increased +17 points (+13 over benchmark) after our campaign. Younger audiences on YouTube appeared to be extremely receptive to trailer media that we showed on Youtube, driving awareness lift of +7.3.

Using our publisher partner’s social media was equally successful. As example,

promoting the show on **Conde Nast**’s *Them* (LGBTQIA brand), *Vogue* (fashion brand), and *Vanity Fair* (culture brand) generated 6.4MM impressions, +81% above target (3.5MM impressions) via targeted pre-roll clips on-site, in-feed dark social posts, and editorial banners. Social content on NYC- based fashion magazine Paper, which ran interviews from contestants and articles delving into costuming and interviews with nightlife collective Papi Juice, was amplified on their Twitter, Facebook and Instagram.

*Paper* social content generated 3MM impressions (above 1.9MM target impressions), generating 43K clicks, and 428K video views. Videos on these sites were viewed 925K times, +270% over target (250k views).

HBO Max brand awareness increased by +3.5% and positive association with the platform increased +6.3%, while intent to watch increased by +7.1%.

Significantly, the show was so successful that it is renewed for a second season.

Questions:

* Would you say “Legendary was ‘paired’ with HBO Max” or is there another industry term?
* Is “amplified” an un-editable term? I wasn’t sure if I could use another term as well like showcased/highlighted/etc. if it’s a strict term (such as “boosting” a post or “promoting” a FB ad.)