

Notes on the Awards Writing Process

- Christina works for *Gold Label Awards* which does work with *Hearts & Science Media Agency*. *Hearts & Science* do the campaigns for businesses such as *AT&T* and *HBO Max*. *Hearts & Science* submits the awards entries to competitions such as *Stevie Awards* and *Content Marketing World Awards*.
- Tell the story of the campaign and work in the insights.
- How are they the *winner* within that category?
- Convince the juror by reinforcing the use of the channel. When writing don't assume everyone knows the background info.
- Always write the repurposed submission in "we, we" tense
- The prompt "Submit an explanation of the Strategy, Audience and Goals" should be taken from "Objectives, Insights, Strategy, and Execution" headings.
- The prompt "Detail the performance of this project against its defined goals; reach, impact, statistics, etc" should be taken from "Results" and "Objective" headings. Can tie in some of the "Execution" as well to lengthen it.
- Always refer to the category that's being entered so the focus can be on that category in case there are not enough words to go on about the rest of it (for instance, for HBO/Legendary the focus is on social media)

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.

Comments:

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[Some background information](#)

[Media Screenshots](#)

Normal - Written Submission

1) SUMMARY: Strategy, Audience and Goals - 300 words

We needed to generate excitement around the vibrant and unique LGBTQIA-focused dance-voguing reality competition *Legendary* while promoting the brand-new streaming service HBO Max.

Legendary is a groundbreaking web series taking you 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.

HBO is notoriously known for its respectability and innovation thanks to hit shows like *The Sopranos*, *Sex and the City* and *The Wire*, so pairing HBO Max with *Legendary* made sense.

Our goals were to engage the LGBTQIA audience, its allies and millennials curious about LGBTQIA culture. 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 including Instagram stories highlighting ballroom moves, which prompted a social dance challenge across *Legendary* and HBO Max TikTok channels. This encouraged our audience to actively participate to discover the liberating power of dancing and inclusive culture of the house-ballroom scene.

We also amplified highlights from the show (known as “gagging” moments) while partnering with trusted LGBTQIA influencers with the goal of encouraging fans to tune into HBO Max to watch *Legendary*.

We also forged partnerships with popular LGBTQIA media publishers, leveraging their voices in the community through creating editorials promoting diversity and authenticity which the show embodies. Everything was promoted heavily on the social media channels of all publishers and influencers social media channels to ensure all bases were covered when it came to engaging youth.

2) 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.

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).

The integrated campaign was equally successful. **Pride Media** displayed ads on *Out.com*, *Advocate*, and *Pride*, and seeded related custom video/editorial content. This delivered 14.4MM impressions, +135% over delivery (10.7MM impressions) alongside 22k clicks (0.15% CTR) on HBOMax.com.

Q Digital's LGBTQIA sites *Queerty* and *LGBTQ Nation* also partnered with us. For each paid display impression, they provided a matched amount to several LGBTQ non-profits. This partnership generated 3MM+ impressions, plus 3MM additional impressions to LGBTQIA non-profits.

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.

NYC-based fashion magazine **Paper** showcased 8 moving digital covers with interviews from contestants and two custom articles delving into costuming and interviews with nightlife collective Papi Juice. We amplified content on *Paper's* Twitter, Facebook, and Instagram.

Digital covers and articles on *Paper.com* had 451k views – surpassing benchmarks of 15k (+2906%). *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).

Clicks hit 38K, +38% above target of 27.5K (1.37% CTR, +251% above benchmarks).

Significantly, the show is renewed for a second season.

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%.

Questions:

- Would you say “Legendary was ‘paired’ with HBO Max” or is there another industry term?
- I feel like I couldn’t edit quite as much in this second prompt as it’s mostly straight facts/figures – let me know your thoughts!
- 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.)