

Introducing the Brand

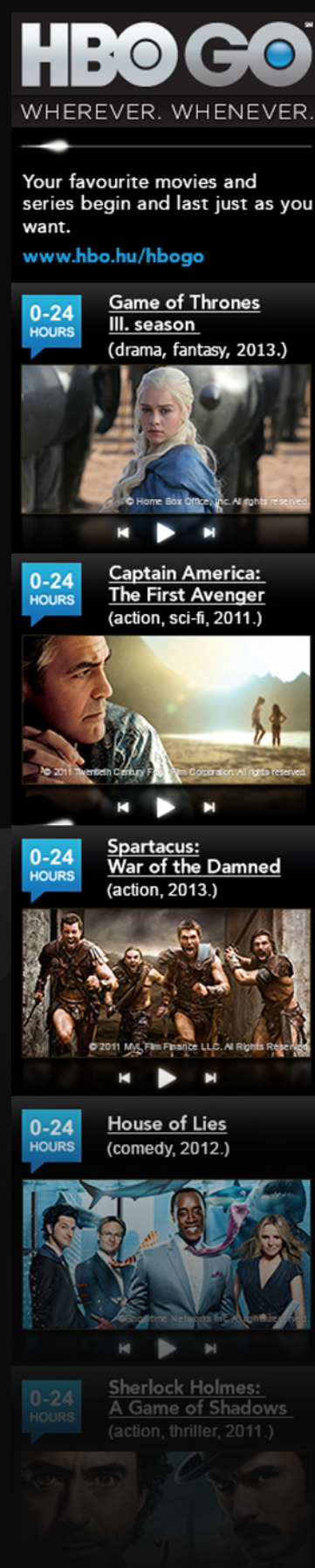
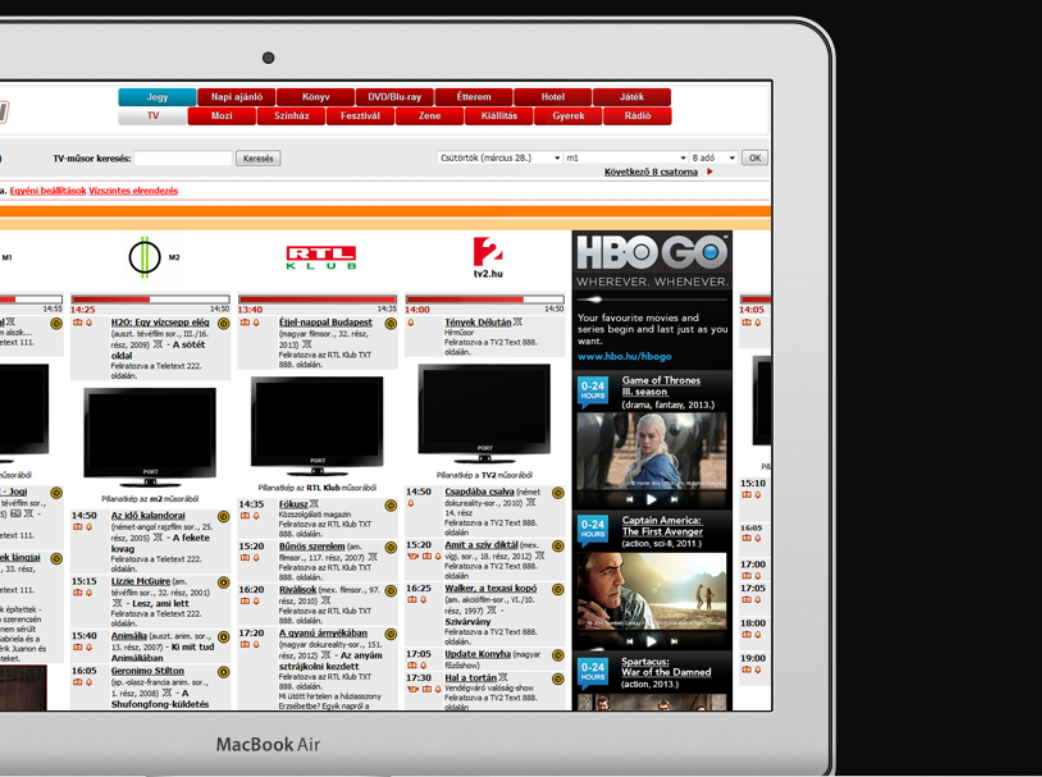
HBO GO is the video-on-demand online service of HBO, which broadcast any of the HBO programs on different devices for the HBO subscribers. Wherever. Whenever.

Creative

Linear TV-consumption versus „wherever, whenever”: HBO GO is the very opposite to standard TV channels. This contrast could be very well highlighted in the TV-guide section of port.hu, Hungary's biggest programme portal. Where our special vertical display ad was perceived as relevant information by the visitors not as an advertisement.

We placed our HBO GO content proposer next to programs of the well-known TV channels. The execution refers to the world of the movies (black filmstrip), while the content emphasizes the undermentioned differences between the standard TV-channels and HBO GO:

- We put 0-24 in front of the program titles counter to the standard TV-channels, which show only the time of start.
- Instead of the standard listing we illustrated all of our program elements. That refers to the colourful and fascinating premium program selection of HBO GO.
- Our listing was endless vertically - presented the endless-like content of HBO GO.



Results

The HBO GO 'virtual channel' display ad on port.hu resulted the following numbers in 10 days:

9 018 581 AV
96 714 CT
1,1% CTR
3041 registration