

SIMPLYNEW



<<CLIENTS>>



SONY MUSIC



<<SPONSORS>>



<<THE CHALLENGE>>

SONY MUSIC DIRECT TO CONSUMER ASKED US TO PRODUCE AND DIRECT A ONE-HOUR DIGITAL PRE-SHOW AND A COMPLIMENTARY SECOND-SCREEN EXPERIENCE FOR THE U.S. LAUNCH OF THE X FACTOR.

<<THE CLIENT'S OBJECTIVE>>

TO CREATE BRAND AWARENESS AND BUILD AN AUDIENCE FOR THE FIRST SEASON OF THE X FACTOR IN THE U.S.

TO ENGAGE THE AUDIENCE LEADING UP TO, DURING AND AFTER EACH LIVE TV BROADCAST.

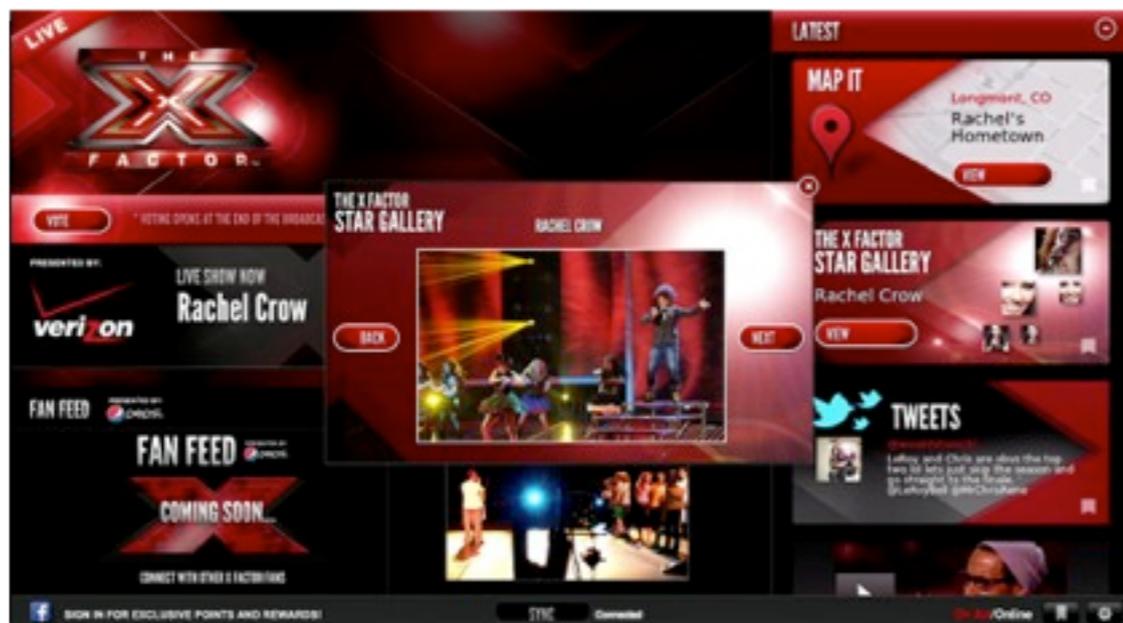
<<STRATEGY>>

DEVELOPED A COMPREHENSIVE MULTI-PLATFORM APPROACH FOR PROGRAMMING BOTH THE PEPSI PRE-SHOW AND VERIZON SECOND SCREEN EXPERIENCE



<<DELIVERY>>

A FULLY PARTICIPATORY ONE-HOUR DIGITAL PRE-SHOW AND SYNCHRONIZED SECOND SCREEN EXPERIENCE



<<TECHNOLOGY DELIVERY>>

THEXFACTORUSA.COM AND ON THE XTRA FACTOR APP



<<SOCIAL DELIVERY>> A TRULY PARTICIPATORY FAN EXPERIENCE



All Twitter Facebook Judges



Munchkin

@TheXFactorUSA @drewrynielwicz @SimonCowell when is drew going to have a record out? WAITING!

1 Hour Ago



Savanna Birch

I'm watching The X Factor <http://it.co/vZZSmEWZ> @GetGlue @TheXFactorUSA

Savanna Birch on GetGlue

Savanna Birch's Profile on GetGlue

1 Hour Ago

THE X FACTOR TOP FANS

Presented By: pepsi

Overall



#1 Gerald

25,3480 points



#2 Andriy Nikitin-YouTubeCom

219005 points

VLOGGER HOSTS | LIVE TWEETS FROM CONTESTANTS, JUDGES AND FANS
FAN SKYPE W/ HOSTS AND JUDGES | FACEBOOK POINTS AND REWARDS

<<RESULTS>>

BIG NUMBERS FOR THE X FACTOR AND FOX

- HIGHEST RATED SOCIAL MEDIA RESPONSE FOR ANY BROADCAST SERIES IN 2011
- +1000 PIECES OF ORIGINAL CONTENT PRODUCED/SYNDICATED
- +350,000 APP DOWNLOADS
- +64 million VIEWS OF XFACTORUSA.COM
- +160 million YOUTUBE PLAYS
- +260 million FACEBOOK IMPRESSIONS
- +1.6 billion TWITTER IMPRESSIONS
- +2.87 billion ENGAGEMENTS OVER 15 WEEKS

<<PRESS>>

Variety

A DAVID CRONENBERG FILM
A DANGEROUS METHOD

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BEST ACTRESS Keira Knightley
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Technology News

Posted: Thu., Nov. 17, 2011, 4:00am PT

'X Factor' expands digital domain

Cowell, sponsors drive cross-platform drift

By ANDREW WALLENSTEIN

The production truck parked just outside where "The X Factor" shoots on Stage 36 in the CBS Television City complex is filled with 20 people hunkered over monitors. But they've got nothing to do with the live telecast.

That's because the unscripted Fox series has a huge separate staff that works alongside the broadcast crew on TV's biggest digital extension to a primetime series since NBC set the new standard with "The Voice" earlier this year.

Producer-director Marc Scarpa guides the staff working on the "The X Factor" pre-show from inside a production truck devoted entirely to the series' digital efforts.

Advertisement

A DAVID CRONENBERG FILM
A DANGEROUS METHOD

" 'There's something about live in terms of engagement with the app that you just don't get with a website,' said Marc Scarpa, the producer-director overseeing the pre-show and the app for Sony Music."

<<AWARDS>>

A HAPPY CLIENT AND UNDENIABLE RESULTS



Interactive Advertising Official Honoree



Bronze Lion- Branded Content and Entertainment



Best of Show

Best TV Show Specific

Best Social TV Integration of Twitter