

# 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>>

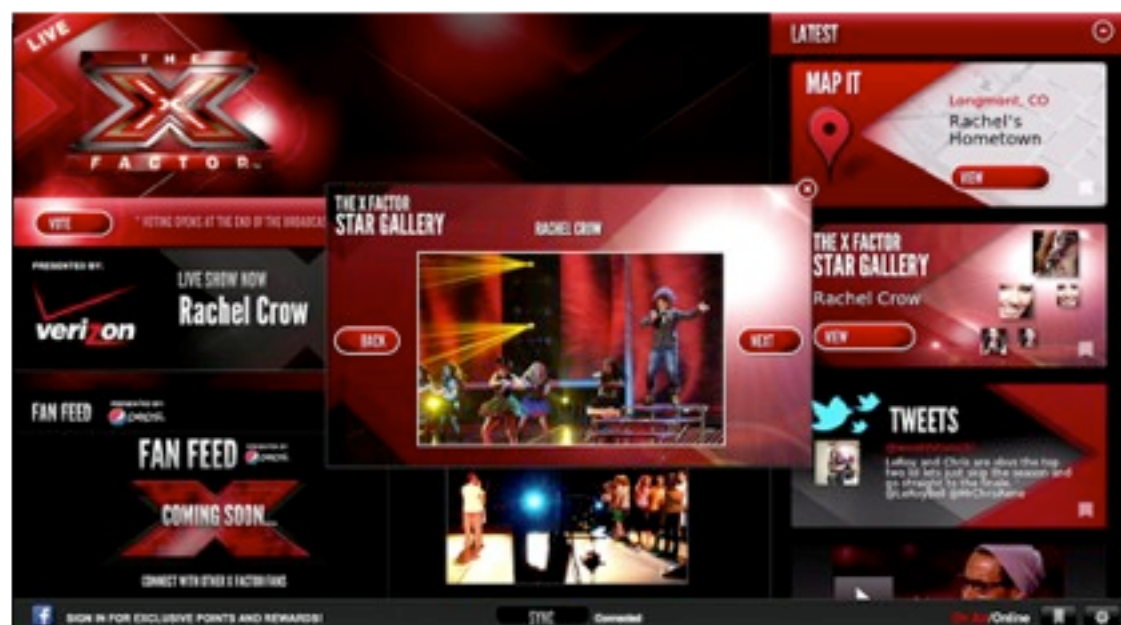
DEVELOPED A COMPREHENSIVE MULTI-PLATFORM APPROACH FOR PROGRAMMING BOTH THE PEPSI PRE-SHOW AND VERIZON SECOND SCREEN EXPERIENCE





## <<DELIVERY>>

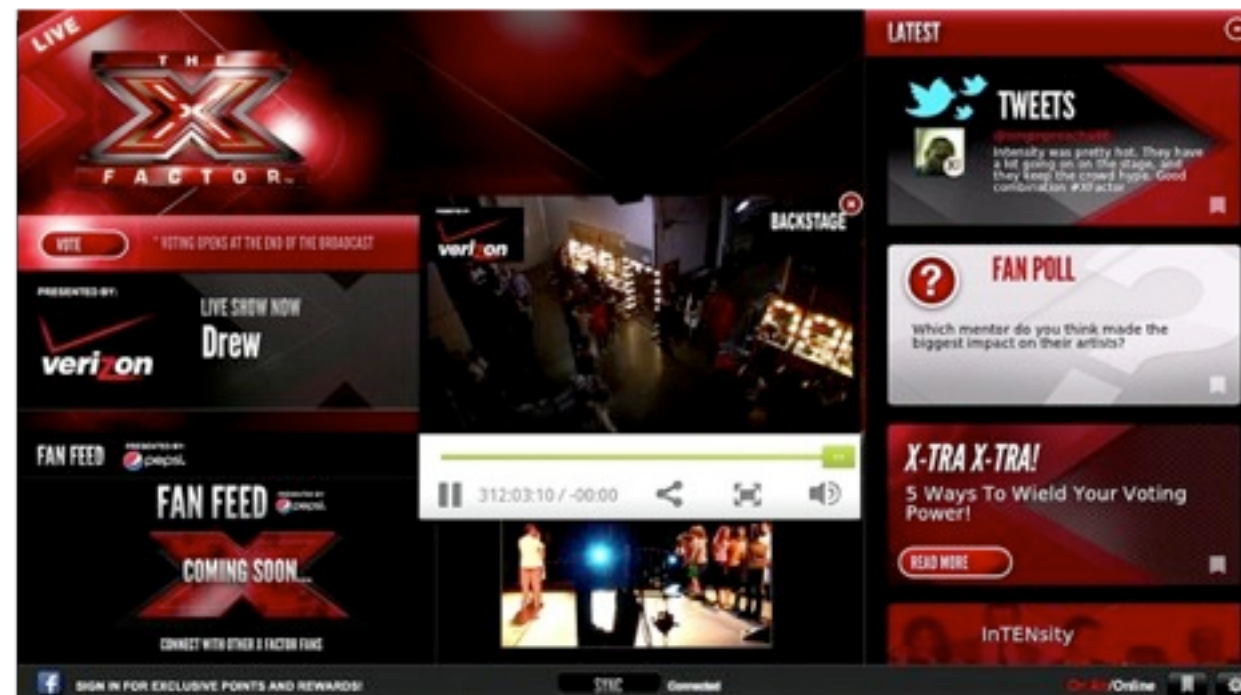
# A FULLY PARTICIPATORY ONE-HOUR DIGITAL PRE-SHOW AND SYNCHRONIZED SECOND SCREEN EXPERIENCE



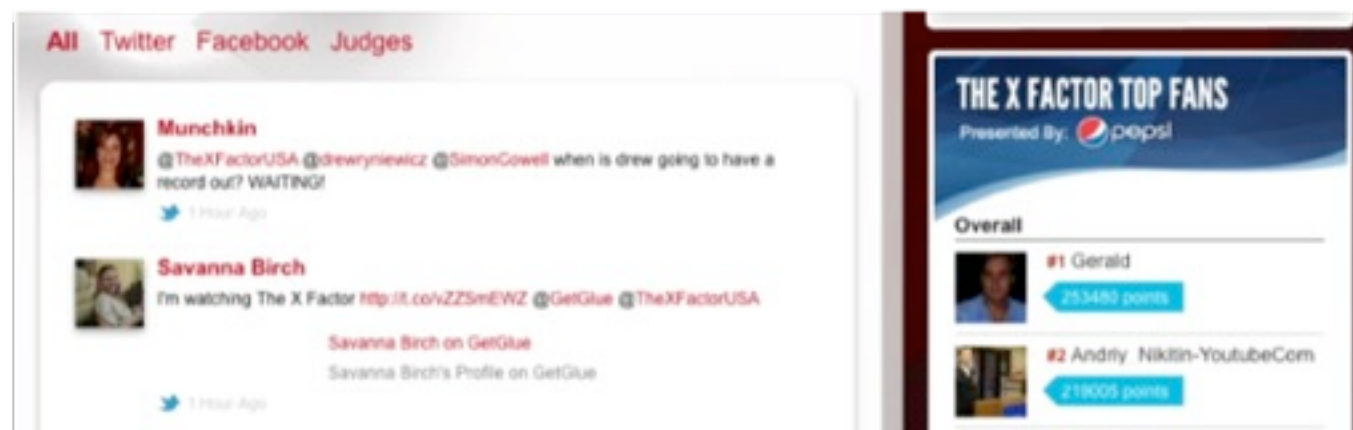


## <<TECHNOLOGY DELIVERY>>

THEXFACTORUSA.COM AND ON THE XTRA FACTOR APP



# <<SOCIAL DELIVERY>> A TRULY PARTICIPATORY FAN EXPERIENCE



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>>

## The Hollywood Reporter

The screenshot shows the homepage of The Hollywood Reporter. The top navigation bar includes links for MOVIES, TV (highlighted), MUSIC, TECH, THE BUSINESS, STYLE, AWARDS, and VIDEO. Below this is a secondary bar with NEWS, REVIEWS, TV RATINGS, LIVE FEED, BASTARD MACHINE, IDOL WORSHIP, EMMYS, and TV CLIPS. A row of featured articles includes 'WEEKEND BOX OFFICE REPORT', 'TCA WINTER PRESS TOUR', 'EXCLUSIVE: MIRROR MIRROR', 'THE 50 LIST: THR'S DIGITAL POWER 50', and a subscription prompt 'SUBSCRIBE TO Hollywood TODAY! CLICK HERE'. The main article is titled 'Behind the Scenes With Simon Cowell's Right-Hand Woman' by Shirley Halperin, dated 6:22 PM PST 12/7/2011. The sub-headline reads: 'Syco Entertainment's global head of media, Ann-Marie Thomson, launched "The X Factor" all while handling 500 front-page stories a year, teary contestants and cranky reporters.' Below the headline are social media sharing buttons for Twitter (104), Facebook (91), and others. A large photo shows Ann-Marie Thomson in a control room, pointing at a screen. To the right of the photo is a quote from Marc Scarpa: "'No scripted tweets here, it's terrifying in real time,' says Marc Scarpa, producer-director of the Pepsi-sponsored X Factor live preshow. Thomson has played an active role in the show's digital initiatives, though she cautions, "I'm not one of the experts by any stretch, but I'm frequently calling on them." STORY: How Simon Cowell's Right-Hand Woman Handles His Empire and Ego PHOTOS: 2011 Women in Entertainment Power 100'. At the bottom right is a red button that says 'CLICK HERE TO GET 12 ISSUES FOR \$12' and the Hollywood Reporter logo.

**THE Hollywood REPORTER**

MOVIES TV MUSIC TECH THE BUSINESS STYLE AWARDS VIDEO

NEWS REVIEWS TV RATINGS LIVE FEED BASTARD MACHINE IDOL WORSHIP EMMYS TV CLIPS

WEEKEND BOX OFFICE REPORT TCA WINTER PRESS TOUR EXCLUSIVE: 'MIRROR MIRROR' THE 50 LIST: THR'S DIGITAL POWER 50 SUBSCRIBE TO Hollywood TODAY! CLICK HERE

### Behind the Scenes With Simon Cowell's Right-Hand Woman

6:22 PM PST 12/7/2011 by Shirley Halperin

Syco Entertainment's global head of media, Ann-Marie Thomson, launched "The X Factor" all while handling 500 front-page stories a year, teary contestants and cranky reporters.

SHARE f g+ e Tweet 104 Like 91 Send +1 0 Comments 10 / 11

**Control Room**

"No scripted tweets here, it's terrifying in real time," says Marc Scarpa, producer-director of the Pepsi-sponsored X Factor live preshow. Thomson has played an active role in the show's digital initiatives, though she cautions, "I'm not one of the experts by any stretch, but I'm frequently calling on them."

**STORY:** How Simon Cowell's Right-Hand Woman Handles His Empire and Ego

**PHOTOS:** 2011 Women in Entertainment Power 100

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**THE Hollywood REPORTER**

"'No scripted tweets here, it's terrifying in real time,' says Marc Scarpa, producer-director of the Pepsi sponsored 'X Factor' live preshow."



# <<PRESS>>

## Variety

A DAVID CRONENBERG FILM  
**A DANGEROUS METHOD**

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Technology News

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

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**'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.

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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