THE DAILY BEAST

HBO - McMillion\$

Case Study

Campaign Objective:

Drive excitement for and tune-in to *McMillion\$* on HBO.

Tactics:

- "How an Ex-Cop Rigged McDonald's Monopoly Game and Stole Millions" Unlocked Editorial Sponsorship
- Premiere Screening Event
- 2x Interactive Branded Articles
- Entertainment Takeover with Amphitheater Unit
- Ultimate Video Package
- Marquee
- Reel View
- Grandstand
- Targeted Roadblocks



Unlocked Editorial Sponsorship CTR was 6X the Daily Beast average

3X

Entertainment Takeover CTR was 3X the Daily Beast average

Avg. time on page for Unlocked Editorial Sponsorship was 5X the editorial average

110/0

Marquee VCR was 112% the Daily Beast average

UNL&CKED

Enjoy this unlocked Beast Inside article for an exclusive time, thanks to *McMillion\$*, the new 6-part documentary series from HBO, airing Mondays at 10, beginning 2/3

SPONSORED BY McMillion\$

How an Ex-Cop Rigged McDonald's Monopoly Game and Stole Millions



Unlocked Editorial Sponsorship