



Empire

Sponsored Lens Campaign

For the spring premiere of *Empire*, FOX and Snapchat invited fans to take command of the mic and show off their skills.

TOTAL PLAYS: 33M TOTAL VIEWS: 61M

Source: Millward Brown Digital Audience Insights and Brand Lift Insights

The Story

After a nearly four-month break, FOX's hottest new television series was back on-air, and fans were dying to learn more about the state of Empire Entertainment. To mark the show's triumphant return, FOX partnered with Snapchat to create a Sponsored Lens. Once unlocked, the Lens transported Snapchatters to a virtual music studio, where they could lay down vocals to a background track, and shop their demo around to friends.

By the end of the campaign, FOX's *Empire* Lens had reached 27 million Snapchatters with a highly memorable and enjoyable execution. *Empire*'s spring season premiere was the top-rated and most-watched show on TV, besting its previous season finale and helping FOX win the night among the 18-49 demo. With results like that, it's good to be king.

Objectives

- Drive awareness and tune-in for *Empire*'s long-awaited spring return.
- Grow the show's Snapchat following and presence.
- Reach a large audience of engaged millennials in a fun and creative way.

Strategy

- Align the launch of the Lens with the series' spring premiere.
- Promote the Lens on social and encourage fans to follow *Empire* across social platforms.
- Incorporate recognizable elements of *Empire* and the show's scheduled air time into the Snapchat Lens.



Average Play Time spent by Snapchatters with the Lens



Brand Awareness



Tune-In Intent

"In planning for EMPIRE's highly-anticipated Spring return, we wanted to create a campaign that echoes the same level of energy, creativity and urgency the hit show delivers every week... all users could be their own EMPIRE mogul. The Lens generated platinum-level awareness for broadcast TV's number one show, and we couldn't be happier with the results."

Angela Courtin, Executive Vice President / Chief Marketing Officer, FOX Broadcasting Company