

DISHLATINO SCORES BIG WITH ITS “EL JUEGO BONITO” CAMPAIGN



Consumers face a dizzying array of options when it comes to media and technology offerings today. To break through the clutter, companies must provide practical value—then make themselves inseparable from the larger, emotionally charged experiences their products enable.

A Whole New Ball Game

“The World Cup is a passion point, particularly for Hispanics, that comes just once every four years,” said Alfredo Rodriguez, Vice President of DishLATINO. The suite of DishLATINO programming packages includes both English and Spanish channels and therefore holds special appeal for bilingual U.S. consumers. With excitement mounting around the most widely viewed sporting event in the world, DishLATINO saw a significant opportunity to boost subscribers and differentiate itself in the marketplace. “Our category is unique in that it delivers viewing possibilities for the World Cup. With that in mind, we asked ourselves, ‘how can DishLATINO really break through?’”

Optimizing the Game Plan

As part of its World Cup campaign, the team knew that it wanted to extend Dish’s success with its award-winning DVR technology, The Hopper, to the Hispanic market. “We learned that a lot of The Hopper’s features were relevant for watching sports,” said Rodriguez. However, the team was uncertain about how to prioritize different features—not to mention, how to integrate communications around The Hopper into its larger messaging platform.

DishLATINO recruited Nielsen to help prioritize and perfect its communications. Using Nielsen Innovation Studio, a proprietary collaboration software, the brand team was able to incorporate ideas, images and specific copy suggestions from its agencies, partners and other internal teams. By combining different taglines, descriptions, features and calls to action, 209,260 concept alternatives were generated. Nielsen tested these ideas using its Optimizer technology, an online platform powered by patented evolutionary algorithms that respond to consumer feedback in real-time, progressively “getting smarter” and eventually singling out the most widely preferred concepts. “The ability to collaborate was very valuable, and the decisions we made were rooted in numbers and no longer subjective,” explained Rodriguez.

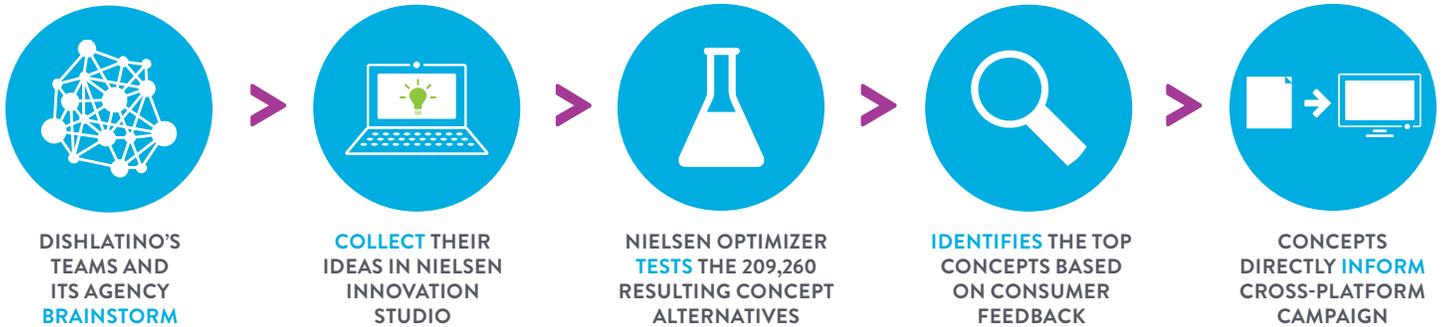


SURPRISING FINDING

“Winning ideas emerged that we wouldn’t have thought would be winners,” said Rodriguez. Because Nielsen Optimizer can test large creative spaces, the team included a claim that wasn’t unique to DishLATINO at all: that subscribers would be able to watch all 64 games in HD. “Since you didn’t need a cable bundle to view all 64 games, we thought this wasn’t important—but, to our surprise, people didn’t know this and it emerged as an important claim. We wove it into our campaign as a key differentiator despite it being a given for the entire category.”

In particular, the ability to include different imagery in testing was instrumental in communicating the power of The Hopper to consumers. “We felt that this was a very visual experience we were trying to communicate. There’s a big difference between *talking* about the Game Finder or the Multiview feature and actually *showing* them. Nielsen’s ability to include images in the study gave us more confidence that the results were going to be a lot tighter than what we’d normally see,” said Rodriguez.

THE OPTIMIZATION PROCESS



Record-Breaking Wins

“The concept informed our entire strategy as it related to our fine-tuned messaging points,” explained Rodriguez. The “El Juego Bonito” campaign involved a TV spot and a variety of innovative digital tactics, and resulted in a record-high number of DishLATINO activations; May – June digital activations were 32% higher in 2014 than in 2013. The campaign garnered more than five million views across four YouTube videos and yielded twice the baseline average click-through rate for display advertisements. It received the W3, OMMA Gold and MediaPost Awards, and attracted media coverage from top-tier industry publications, including AdWeek and Ad Age.

Inspired by the results of its “El Juego Bonito” campaign, DishLATINO began exploring other ways to build on this positioning. “On the back of the success we had with the World Cup, it opened our eyes to other opportunities in the soccer space and ways to build on the messaging around The Hopper,” said Rodriguez.