


THE BIG SHOW

A LOOK BOOK Presented by  Spredfast

The Top 5 Social Experiences for Your Next Live Event

WELCOME TO THE BIG SHOW

Whether you are hosting a live awards show or broadcasting the championship game, you always want to deliver a one-of-a-kind experience to fans and viewers.

Incorporating social experiences into your big show before, during, and after the event brings fans closer to the action—driving viewership, engagement, and affinity while also creating unique sponsorship opportunities.

Think you know everything there is to second screen social integrations? Keep reading for five innovative ways to incorporate social experiences into your next big show.

VIDEO VOTE
BEFORE THE BIG SHOW

THE SOCIAL STADIUM
ON THE JUMBOTRON

ON-AIR SOCIAL INSIGHTS
ON THE RED CARPET

SOCIAL PULSE
ON YOUR SECOND SCREEN

SOCIAL REPLAY
AFTER THE CREDITS ROLL

VIDEO VOTE

GIVE FANS MORE SAY WITH VIEWERS' CHOICE

Viewers' Choice awards have been around for decades. They are a great way to get fans engaged and drive tune-in to see if their pick wins.

Update the format and let fans submit rich media votes like Vines and Instagram photos or videos. Drive awareness for your event as fans' votes appear in follower streams. Repurpose user-generated content on the web and during the live broadcast.



BEFORE THE BIG SHOW

BEST FOR: MOBILE PHONE, IN-VENUE
ALSO WORKS ON: COMPUTER, TABLET

WHERE TO USE THIS: Ask fans to recreate a scene from their favorite music video or film, or to submit a passionate appeal for their favorite nominee—letting fans show you why they cast their vote.

MVA MUSIC VIDEO AWARDS

Sponsored By **TACO KING**

VIEWER'S CHOICE

VOTE BY RECREATING A SCENE FROM YOUR FAVORITE VIDEO ON Instagram OR Vine



Multiple Directions - That Smile



Jaekwon - Rock Away



DJ AL33M - Rhythmz



Hexxis - Into the Sky

Multiple Directions - That Smile

37%



Use the hashtag [#MVAthatssmile](#) to show us your moves and vote for Multiple Directions using Instagram Video or Vine on your phone

- or -

SUBMIT A VIDEO VOTE



THE SOCIAL STADIUM


BETTER THAN A KISS-CAM

Get fans in on the (social) games directly from their mobile phones—from polls to tug-of-wars and more. Share results in real-time on the Jumbotron.

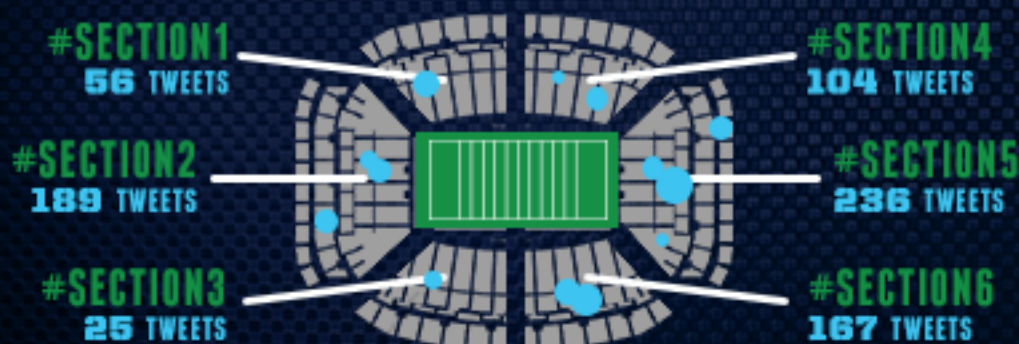
Connect fans in-venue and generate social content that drives word of mouth and out-of-venue awareness. Turn the Social Stadium into additional revenue by offering it as a unique sponsorship opportunity.

BEST FOR: Jumbotron, Mobile Phone
ALSO WORKS ON: Tablet


WHERE TO USE THIS: Use social to connect the entire stadium, whether you want to create an exclusive post-season experience or keep fans engaged and entertained throughout the season.

 **TWEET YOUR SEAT TO @GridironIPA**

THE MOST SOCIAL SECTION GETS ACCESS TO THE *Gridiron* IPA VIP PARTY



 Chris Hearn
@CHearnle

Hey @GridironIPA I'm up in #Section4, seat 38 at the Jumbo Bowl!
#GoRhinos
 just now

**ON THE
Jumbotron**



ON-AIR SOCIAL INSIGHTS

PUT YOUR VIEWERS IN THE DIRECTOR'S CHAIR

Social broadcast integration is more than just Tweets on TV. Visualize real-time social data from multiple channels on-air. These social insights add value and can even influence the outcome of your broadcast.

Give fans a walk-on role with Social Insights to build affinity and drive tune-in. It's also a multi-channel opportunity to integrate sponsors—surface sponsored content on screen, in social streams, and on web-based hubs.

WHERE TO USE THIS: With on-air social insights, let viewers pick your host's red carpet wardrobe during the commercial break or show real-time reactions to a big play during the game. The possibilities are endless.

BEST FOR: TV
ALSO WORKS ON: WEB, MOBILE, TABLET

SOCIAL POLL  
Which dress will Adriana wear next?



13%


#PureGold



87%

#RacyRed

presented by
FASHION OUTFITTERS

#CinemaAwards 

ON THE RED CARPET



SOCIAL PULSE

ALL THE HAPPENINGS IN ONE PLACE

Sports fans are data people by nature. Give them an all-access pass to social coverage during the post-season. Present high level stats, trending topics, and top social content side-by-side.

This immersive second screen experience drives traffic and time on site. It's a high value opportunity to incorporate sponsors and put them right in the conversation.

ON YOUR SECOND SCREEN

WHERE TO USE THIS: Keep fans engaged with a second screen experience that lets them double down on the action. They're already talking about the game—help them uncover and participate in top conversations.



SOCIAL REPLAY

RECAP THE HIGHLIGHTS

It's the day after your big event and everyone is still talking about that one showstopping moment. Own the conversation by sharing video clips of top moments from your event and letting people annotate and share the footage with their own social networks. Extend the lifetime of your event by driving engagement with your great content.



AFTER THE CREDITS ROLL

BEST FOR: WEB

ALSO WORKS ON: MOBILE, TABLET

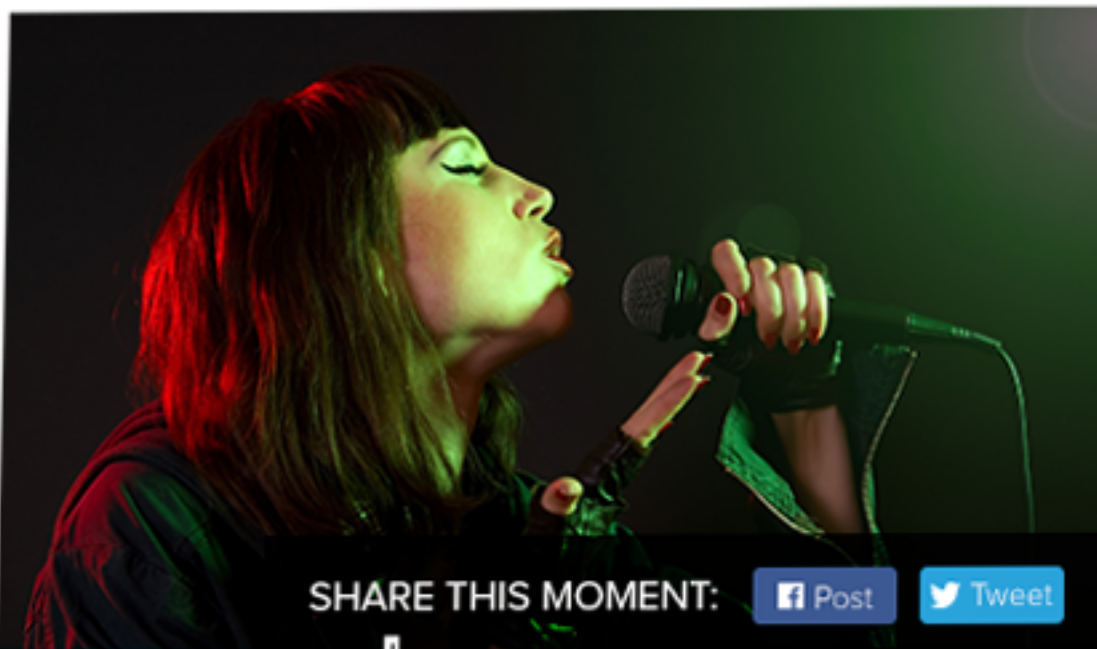
WHERE TO USE THIS: It isn't over until it's over, and then it still isn't over. From blockbuster performances to totally unexpected moments, let people relive and share the highlights.

MUSIC AWARDS

RELIVE THE NIGHT'S TOP MOMENTS

Simone: Secret Show from the Music Awards

f Social Chatter



SHARE THIS MOMENT:

f Post

Twitter Tweet

0:00 / 1:30

Social Replay Keep the conversation going after the show is over!

100

80

60

40

Total Things
in this Replay

4,394



Desmond Cannoli

@DesmondCannoli

Whaaat I had no idea Simone even played this show! Check out her exclusive secret performance here: sfa.st/M6LJ4

Reply Retweet Like



Andrea Ballman

I just got access to this super secret performance by Simone during the #MusicAwards. You're welcome, Facebook friends. So goooooood!

sfa.st/M6LJ4

Like Comment



Kara Moore

@KMoore

I'm watching every bit of this performance because Simone

SPREDFAST GIVES MARKETERS THE SOLUTIONS NEEDED TO MANAGE THEIR BRAND AND CONNECT WITH CONSUMERS IN AN INCREASINGLY SOCIAL WORLD.

The Spredfast social marketing platform sifts through millions of pieces of social content per minute, so brands can participate in individual conversations or amplify relevant content across any digital screen. By empowering customers to engage in real-time, backed by comprehensive data, Spredfast creates more meaningful interactions between brands and consumers.

Want to see how we can help you integrate social experiences into your next big show?

LEARN MORE

**THE BIG
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ENTRANCE AROUND
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