



## VideoGenie

**A user-generated video platform uses Facebook to build consumer excitement for a Broadway musical, generating nearly 10X ROI.**

### Goals

VideoGenie's client wanted to encourage people to record and share videos about why they liked the musical *How to Succeed in Business Without Really Trying* to:

- Raise awareness of the show starring *Harry Potter's* Daniel Radcliffe
- Drive ticket sales for the musical, which was celebrating its 50th anniversary

### Approach

Working with musical's ad agency **Serino/Coyne**, VideoGenie created "The Search for the Ultimate Fan Contest" on a tab of the musical's Facebook page where:

- In two clicks, people could record a 20-second clip about why they were the show's biggest fan for a chance to win a trip to see the show in New York.
  - When somebody shared a video with friends, the link drove directly to the app with that person's video prominently featured.
  - The videos displayed in the gallery were automatically varied based on video performance (likes, shares, engagement rates, CTR, etc.).
  - Viewers could view a "Friends" section to see which of their friends recorded videos.
- The contest submission form opted people in to an email list for a monthly newsletter with performance updates and other news.

### Results

- **\$50,000** in ticket sales thanks to VideoGenie on Facebook
- **10X** return on investment
- **12X** more video views on Facebook than of the same videos on YouTube
- **40 percent** of all traffic came from people clicking on videos that fans shared on their walls

*"At Facebook, it's all social. It's much easier to discover content through what your friends are doing and sharing than through other platforms. VideoGenie is about real people creating inherently viral content around their biggest passions, and Facebook is a great place for us to be to help brands spread word-of-mouth marketing."*

**Justin Nassiri** Founder and CEO, VideoGenie

VideoGenie tab on Facebook

The screenshot shows a Facebook tab for the musical "How to Succeed in Business Without Really Trying". At the top, there's a header with the show's title and a "Wall" section containing a post: "Share your passion for H2S!". Below this is a large banner for "THE ULTIMATE FAN!" contest, featuring Daniel Radcliffe and John Larroquette. The banner includes the text: "Tell us why you love HOW TO SUCCEED... and you can win a free trip to New York to see the show and meet members of the cast! Click 'Record Your Own' to upload your entry, then ask your Facebook friends to 'like' your video. Be sure to share your video here, on Twitter or by email." Below the banner are two main sections: "RECORD YOUR OWN" and "VIDEO GALLERY". The "VIDEO GALLERY" section features a video by Kim Gould, with a "Like" button showing 44 likes.

The screenshot shows a Facebook post from Jessica Shambora. The post is titled "How to Succeed in Business Without Really Trying" and includes the text: "We have some great submissions to the Ultimate Fan Contest! Tell us why you are the ultimate fan, we want to know! Record a video: <http://bit.ly/qTKCN8>". Below the text is a video thumbnail of Jessica Shambora. The post also shows a "Like" button with 44 likes and a "Share" button.

Page post

**VideoGenie** enables brands to easily gather and manage video content recorded and contributed by their fans, share it on the web and analyze performance.