



CASE STUDY

ASSIGNMENT

In a team of four, pick a brand with a good product but below average marketing, and using your skills, reposition the brand into an area that would maximize it's potential.

PROBLEM

As an affordable, online, easy-to-use alternative to cable television, SlingTV had a **solid concept, but a glaring identity problem**. The problem came in the form of a very underwhelming ad campaign that failed to take advantage of every awesome concept of SlingTV. The campaign angle was to market their service as the “cheaper” option to cable by making cable seem like a bully. Instead of pointing out the unique features of SlingTV, they took the easy route by trash-talking their enormous competitor. It was clear SlingTV had an identity issue, and had not fully developed their brand image. Another issue SlingTV had was the economic landscape it was entering. The television industry was changing at a rapid pace. Online streaming service giants like Netflix and Hulu were beginning to control the entire millennial market. SlingTV was no giant, and although they had a niche of combining live television with online streaming, **their services at the time were not enough to break out and become successful**. In order to create a more original brand, SlingTV would need to launch a new product. This was the issue my team was presented with, and we set out to investigate where SlingTV’s biggest opportunity was, and to develop an idea that would create an original brand image in the form of communications and product reformation.

INSIGHT

After sifting through data, we noticed that younger generations (Millenials and Gen Z) use online streaming services like Netflix and Hulu drastically more than live cable television. To be successful in our campaign, we would need to figure out how to make SlingTV’s live television niche interesting to a younger market, forcing us to ask ourselves, “Why do we watch live TV?” Ultimately, we concluded that **live television is best when you experience it with others**. Whether it be a big sporting event, the Oscars, or the recent vote out in Survivor, the biggest moments of live TV are even bigger when you share that moment with others.

SOLUTION



Experience Together

Trending

A screenshot of the "Trending Now..." interface. At the top, it says "Trending Now..." and "10,193,296 Total Viewers". Below this is a grid of 12 program thumbnails, each with a "LIVE" indicator and viewer count. The programs include Super Bowl, Americas Got Talent, West World, Cubs vs Dodgers, The Walking Dead, Modern Family, Champions League, and Shark Tank. A "More" button is visible on the right side of the grid.

Chat

A screenshot of the chat interface during a Super Bowl game. The top part shows a live video feed of the game with a "2ND & GOAL" graphic. Below the video are four user avatars: Marcus, Michael, Tristan, and Becca. To the right is a chat window with messages: "Marcus: Wilson is a beast...", "Becca: GOOOO HAWKSI!", "Michael: You missed a crazy first half man", "Tristan: Wow, where was the D on that play?", and "Marcus: That's a penalty wtf". A "SEND" button is at the bottom right of the chat window.

Profile

A screenshot of a user profile for Rebecca Cordier. The profile shows her name and a profile picture. Below this is a section titled "Recently Watched:" with three thumbnails for "WALKING DEAD", "SHARK TANK", and "dancing stars". Another section titled "Currently Watching:" shows a "SUPER BOWL XLIX" thumbnail with a "LIVE" indicator. To the right of this section is a button that says "Invite Rebecca to Viewing Party". On the left side, there are three smaller profile pictures with names and what they are watching: "Michael Denehy Watching Super Bowl XLIX", "Tristan Ross Watching Super Bowl XLIX", and "Marcus Nordstrom Watching Super Bowl XLIX".

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SOLUTION Ext.

We created "SlingTV: Experience TV, Experience Together," a new product launch from SlingTV that incorporated social media with live television streaming on their site, as well as a "Trending Now" page. The intention of the trending page and social media aspect was to ensure that nobody would feel alone when their favorite TV moment happens. Perhaps the strongest aspect of this project was our 2 minute TV spot kickstarting the new product launch.

Link to video:

<https://www.youtube.com/watch?v=nXOxa--O5J0>

What I Learned

This was my favorite project I have worked on so far at LMU because it was the first opportunity for me to use my creative capabilities towards a business function. The reason I had so much fun with it was because I firmly believed in the idea my team and I came up with. If we had begun with an underwhelming idea, my energy and focus towards the project would have been much less. Therefore, I learned in this project that the biggest motivator for me lies in the passion I have towards an idea. If I can clearly visualize what I need to do, I will produce my best work, which I believe is represented in this project.

