

# B/HI BUZZ

## CBS Home Entertainment Case Study

From mid-July through present date, B/HI Buzz has worked with CBS Home Entertainment to kick-off and re-claim its social media presence on both Facebook and Twitter

with the goal of building the CBS Home Entertainment brand through establishing a brand community and driving sales.

**CBS and B/HI Buzz have grown the overall distribution channel to exceed 1.78 million end users.**

### OBJECTIVES:

- Increase brand awareness of CBS Home Entertainment
- Create an online community for CBS Home Entertainment
- Activate community and drive sales of CBS Home Entertainment product

### CHALLENGES:

- The network felt the CBS name had little brand equity in the consumer's mind and didn't see a need in having a social media presence
- CBS Home Entertainment's community was small and disengaged when B/HI Buzz began working with the brand
- The online presence of CBS Home Entertainment's back catalog of titles was unmanaged and unclaimed
- Because the fanbase was unmanaged, the fans were inactive and unaware of the pages they had once "liked."

### TACTICS:

- Re-claim pages from CBS Home Entertainment's back catalog of titles and determine affinity with other titles. To date, B/HI Buzz has reclaimed the following:

CBS Home Ent. (Facebook)      CBS Home Ent. (Twitter)

Walker, Texas Ranger

Frasier

Bonanza

Sabrina the Teenage Witch

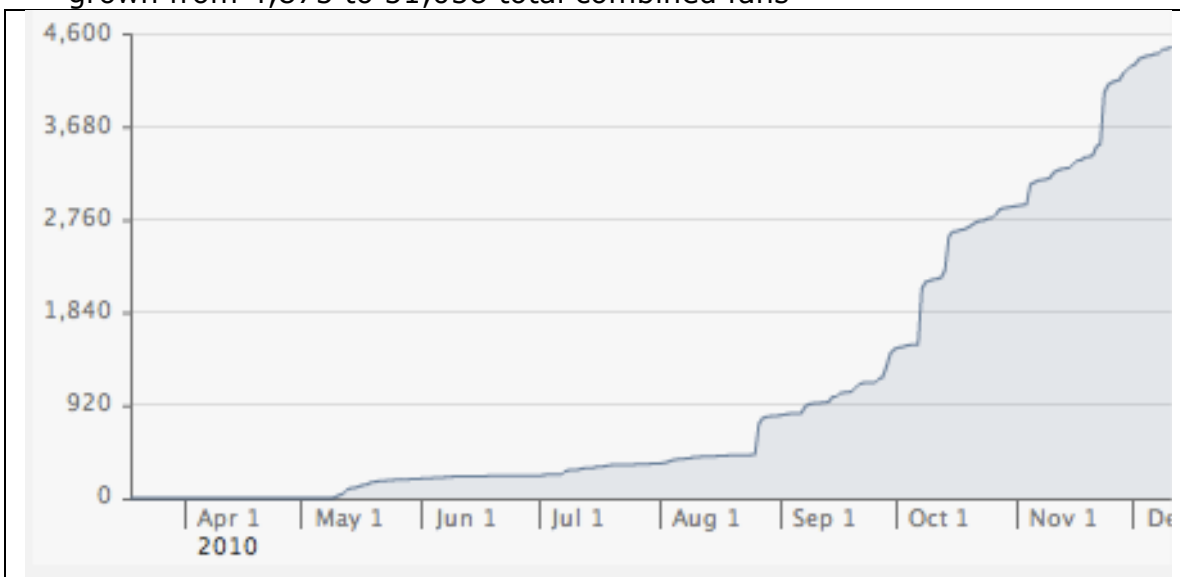
Cheers	Touched by an Angel
I Love Lucy	Matlock
Taxi	Wings
Hawaii 5-0	Jaq
Monte Walsh	Perry Mason
Gunsmoke	The Fugitive
7 <sup>th</sup> Heaven	Vega\$
The Andy Griffith Show	MacGyver

- Cross-promote and drive traffic back into CBS Home Entertainment
- Engage and activate the CBS Home Entertainment community through show trivia, live-stream interviews, giveaways and responses to fan questions
- Conduct live-stream interviews within specific fan pages when appropriate
- Drive sales through distributing links to purchase upcoming relevant titles

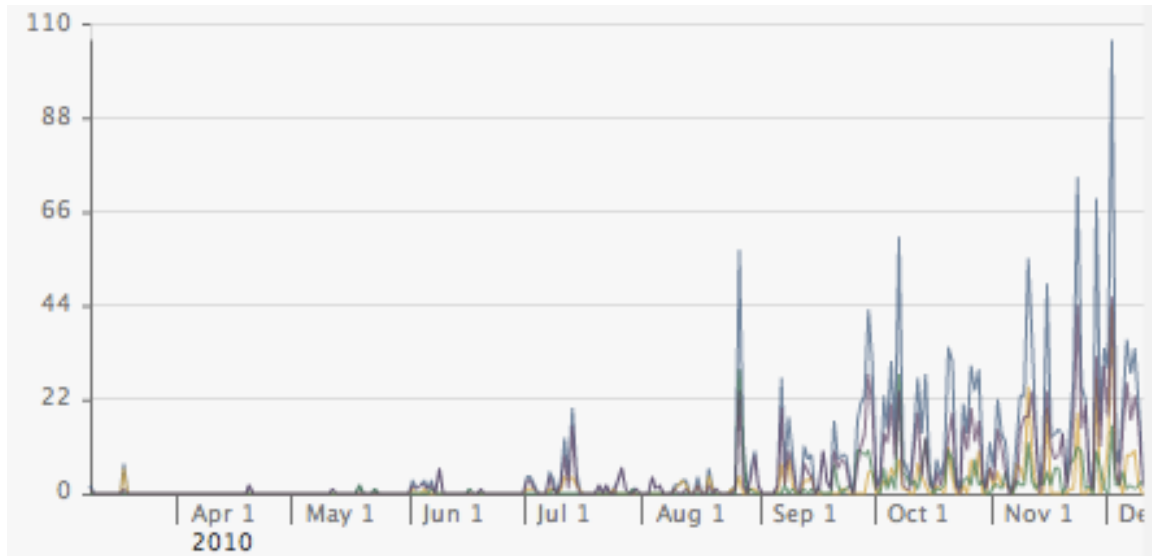
## RESULTS:

CBS Home Entertainment's overall distribution channel now exceeds **6,214,561** million end users

- The CBS Home Entertainment Facebook page and Twitter following has grown from 4,875 to 51,058 total combined fans



- Interactions on the CBS Home Entertainment Facebook page increased from an average of 1-2 interactions per post to an average 74 interactions per post



- Click-through rates to purchase CBS Home Entertainment titles have grown from an average of 2 clicks per post to 332 clicks per post
- A live-stream conducted for the DVD release of NCIS LA and held within the CBS HE and NCIS LA Facebook pages received 30,000 viewers early on a Sunday morning
- Les Moonves expressed gratitude for B/HI Buzz's work in reclaiming Facebook pages and driving sales