

WAVO



WINTER  
IS  
COMING



Online streaming platforms are part of an extremely competitive market. WAVO wanting to claim a market share aimed to increase their daily subscribers by

**10x**







Given the undeniable hype **Game of Thrones** generates on a worldwide scale, **WAVO** considered this to be the optimal time and ideal opportunity to bring WAVO back in the game.





We launched a **mass reach micro targeted** digital campaign in all media formats across all digital platforms.





**Results:** Tens of thousands of new subscribers within 40 days. We surpassed our set KPI of 10x for the campaign and increased daily subscribers by

**20x**