

## FIVE viewing figures get a boost from Minder

**Client** – FIVE

**Destinations** – All

### Challenge

The key objective was to promote FIVE’s updated take on the classic 80s TV series Minder, reaching as many potential viewers as possible and encourage them to tune into the new six-part series. The original, much-loved series has an established fan base whom FIVE were keen to reach in an effort to convert them to fans of the new series.

### Strategy

Having used the Bluepod Media platform on previous occasions, FIVE were keen to focus their digital strategy around our 360 destinations. Bluepod Media worked closely with FIVE’s strategic objectives which included:

- ✚ Promote the programme and reach out to as many potential viewers as possible
- ✚ Provide a personality for the programme to encourage viewers to tune in every week
- ✚ Keep viewers updated with fresh, weekly content to hold their attention

### Activity

Bluepod Media developed a bespoke interactive FIVE menu that showcased Minder content for users to view, select and download. Our network was used to distribute content across all destinations, including cinema, bars, shopping centres and Powerleague 5-a-side centres. FIVE updated the application on a weekly basis to ensure users had relevant episode information.

### Results

The campaign ran for 8 weeks and achieved a staggering 1.3 million unique downloads making it one of the most successful Bluetooth campaign in the UK. Minder is FIVE’s most successful programme launch to date with audience figures on its first episode achieving an impressive 2.4 million or 9.5% of the viewing public.

