

How CANAL+ Achieved Its Most Successful Series Launch Ever

Overview

The CANAL+ team saw the growing number of entertainment alternatives in the marketplace, and knew that maximizing brand awareness and preference was key to continuing to grow their paid subscription revenue. They focused on digital channels to build more viewer awareness and engagement for their expanding programming slate, including titles the group distributes from partnerships with Netflix and Disney+.

CANAL+ recognized that they had a built-in creative community to connect the channel brands with audiences. To stand out from other offerings, the team wanted to integrate their large, diverse roster of celebrity talent, on-air sports commentators, show casts and producers in these promotions. Greenfly helped fully leverage the influence and reach of these brand advocates.

Opportunity

At the start of 2020, the CANAL+ social team set goals to build audience reach and engagement for several CANAL+ channel brands. They knew their best opportunity to promote content and connect with viewers was to tap into the channel group's creative talent pool and their extensive personal social followings. These advocates could share more content for their respective programs and reach more fans than the channel branded social accounts could, as well as cross-promote other channel programming.

The challenge? The team's existing methods of sharing photo and video assets to talent through WhatsApp and email were inefficient, slow and impossible to track. They didn't have analytics showing how this content was performing, and how it was tracking against their goals. And, they didn't have an easy way to gather content created by talent during live events to feed their branded social channels. Improving this workflow became a top priority for the team.



CANAL+

The CANAL+ Group is the leading French audiovisual media group and a top player in pay-TV and themed TV channels. The group operates the general-interest CANAL+ channel, along with added-value channels such as CINEMA, SPORT and SERIES. These services are available to French and international audiences as subscription-based offerings and through the MyCanal worldwide streaming platform.

Success Story | TV Networks

Partnership

The CANAL+ team engaged Greenfly to solve these challenges. Greenfly has provided them with a central hub to organize, curate and share original photos and videos with their advocates through Greenfly Galleries collections, and make specific advocate requests for social sharing via their mobile devices. A team category manager (“Content Creator”) assigned to each CANAL+ channel manages content for their specific channel on Greenfly so they can promote the right content through the right people at the right time. Channel trailers, episodic clips and promos are accompanied by suggested copy, tune-in dates, and hashtags. The team also requests original content from talent during live red carpet events, such as the Oscars® ceremony in Hollywood.

Using Greenfly’s analytics and dashboards, CANAL+ now has granular visibility into content sharing activity by each show, advocate and social network, and the resulting social performance.

CANAL+ was initially concerned with getting talent to download and use a special mobile app. But Greenfly helped them manage a quick and easy onboarding process, and now 100 CANAL+ advocates are using Greenfly regularly. These include *Le Bureau des Légendes* director and producer Eric Rochant and other high-profile celebrities.



“Greenfly has simplified the way we work with CANAL+ talent. Now, we can share our stories and engage worldwide audiences in ways we never could before.”

– Fabienne Blanquart
Head of Digital Acceleration, CANAL+

“Greenfly has transformed my job by making it effortless to distribute media with our on-air talent and now so easy to show the impact of their human endorsement in our digital marketing efforts.”

– Sébastien Audoux
Head of Sports Digital Content, CANAL+

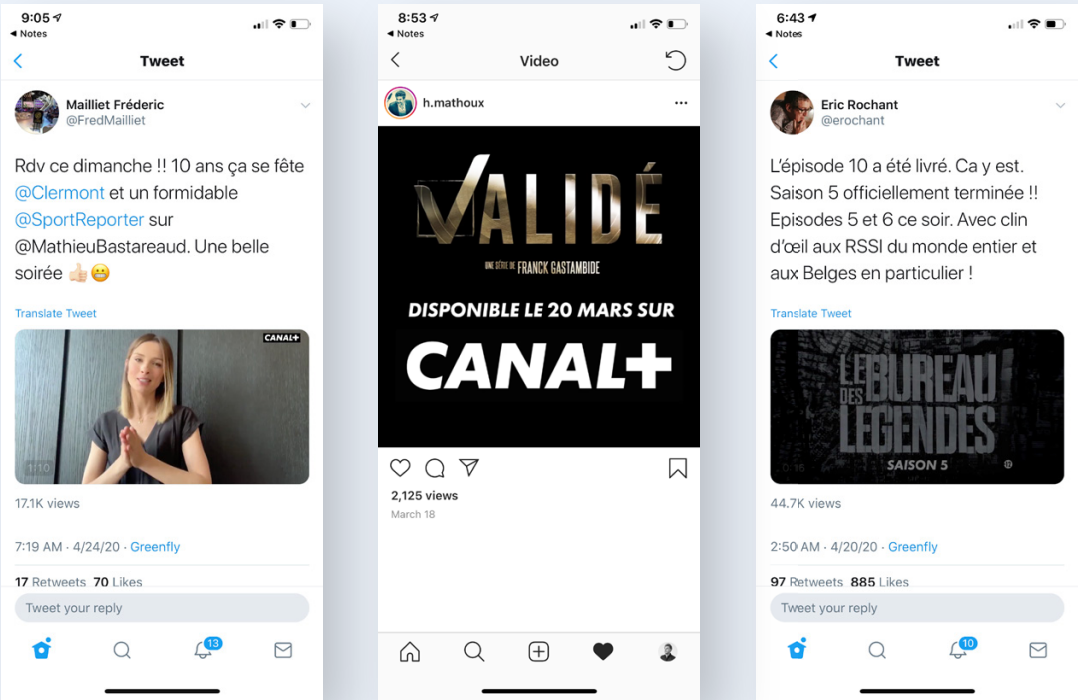


Impact

Greenfly has become a key driver in helping propel the CANAL+ brands by allowing their team to leverage the power of channel talent across social media. Channel executives are also using Greenfly to share content directly from their mobile devices to platforms including Linkedin and Twitter—helping to boost awareness and raise the profile for CANAL+ across the international television industry.

Amidst the global pandemic, with distributed teams and advocates, Greenfly helped the social team drive awareness for the March 2020 series launch of *Validé*, which garnered 15 million views on MyCanal—making it the most successful premiere in CANAL+ history. Top talent, including sports presenter Hervé Mathoux, shared promotional content via Greenfly to support the launch.

CANAL+ advocates shared over 500 assets to social media in just the first four months of using Greenfly, and the team was thrilled to see over 200,000 new social engagements. These numbers result from CANAL+ advocates having easy access to share timely content, dramatically expanding organic reach and brand connection around the world.



Results

100

advocates sharing
and creating content*

+200k

new social
engagements**

159%

more follower growth for
advocates on Instagram***

Greenfly, the leader in brand advocacy, enables organizations to fuel brand love through authenticity. The company’s brand advocacy software platform and mobile app enables organizations to transform their advocates into brand builders by harnessing the power of authentic content. Founded in 2014, Greenfly is headquartered in Santa Monica, California with sales offices across the US and Europe.

Sources: *Greenfly, **CANAL+, ***CrowdTangle (Jan – May 2020; as compared to previous 4 months)