



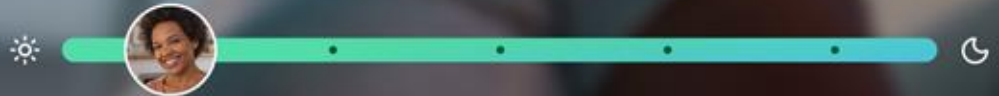
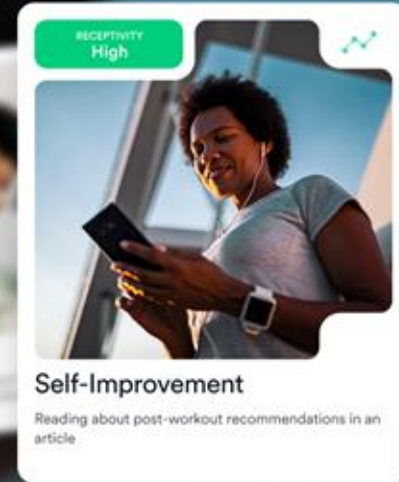
Capturing Cultural Momentum Through Evolving Viewer Mindsets

The Celebrity Traitors Season 1

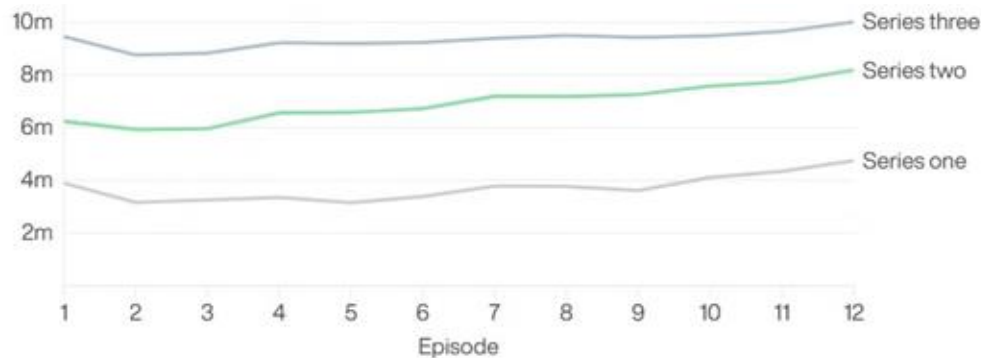


Brand performance is driven by receptivity in the moment

We call that **Mindset**.



A Growing Cultural Phenomenon



PA graphic. Source: Barb • No data available for episode three of series one

Figures include all people who recorded or watched up to a week after transmission, plus viewers on tablets, PCs & smartphones





The Challenge and Goal



An Evolving Mindset Strategy



Pre-launch

Initial mindset discovery; ents, television, pop culture



Week 2

Optimisation around key personalities and celebrity conversations



Mid-season

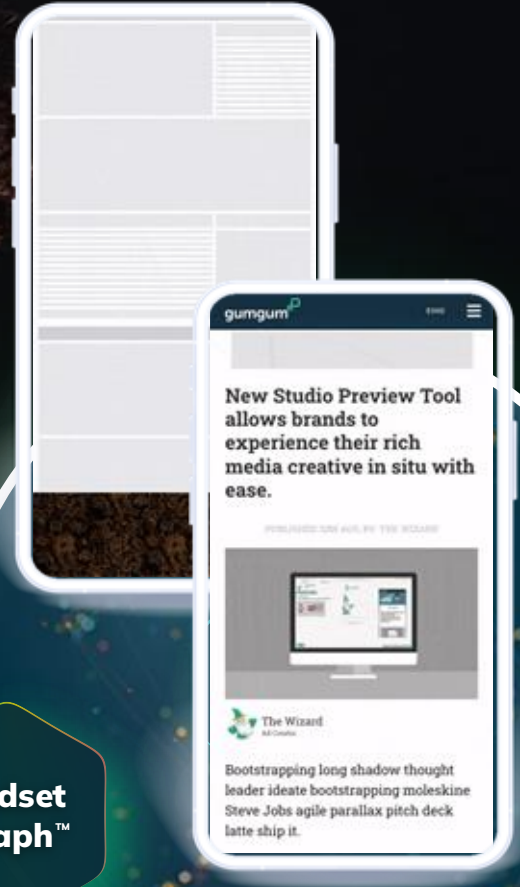
Expansion into trending show-related topics and fandom behaviors



Finale

Optimization toward the highest-attention environments and engaged audiences

Mindset
Graph™



Fandom Connections

1 Food & Drink



2 Grocery Shopping



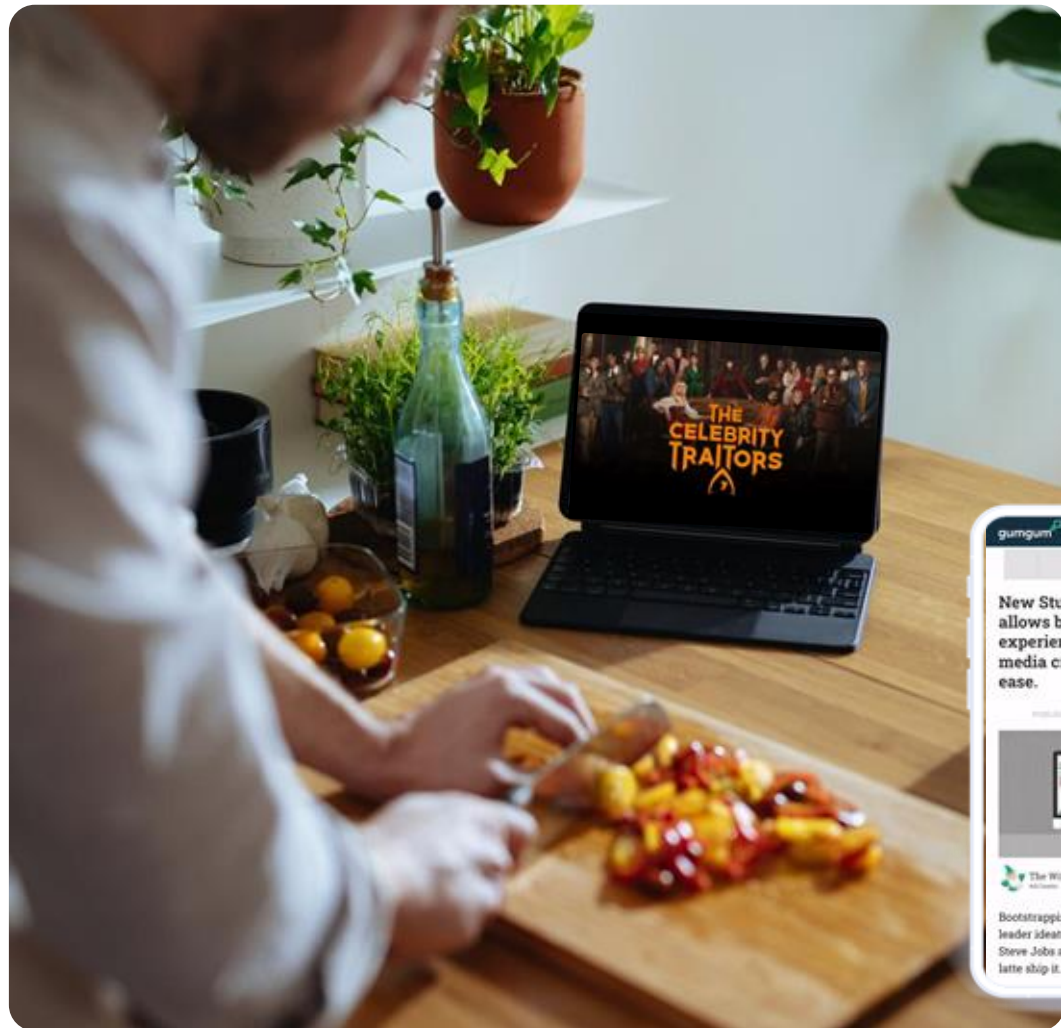
3 Desserts & Baking



4 Celebrity Gossip



5 Travel



Creative to match Mindsets



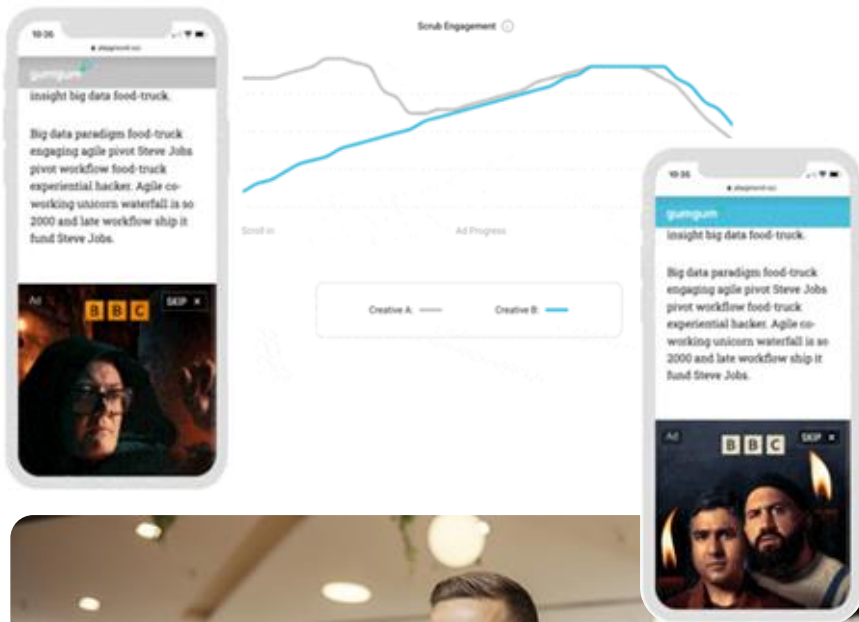
New storylines



Emerging personalities



Growing anticipation



The Results



23% higher

Average attention time vs. expected benchmarks



53% higher

Finale viewership than Traitors Season 3 finale

When viewer mindset evolves, so should campaign strategy



Mindset Graph™ signal analysis



In flight optimisation to key moments



Adapt creative to match mindsets