



FISHBOWL
DIGITAL

CuteWinFail: A Brief Overview

Case Study: CuteWinFail



Your Daily Dose of Epicosity

CuteWinFail launched on September 27, 2010 on YouTube. The first 66 weekly episodes have been produced which have averaged 1.2+M views per episode and 30,000+ votes per show, making it one of the most viewed comedy shows on YouTube in 2011. The dedicated YouTube channel that also includes outtakes, bonus material and clips has 230,000+ subscribers.

Hosted by Toby Turner (YouTube Star with 1.4+ million subscribers); Produced by Phil DeFranco (Co-EP, YouTube Star with 1.9+ million subscribers) and Tony Valenzuela (Co-EP, YouTube Creative Director with 342,000+ subscribers)



Concept

Hosted short-form interactive show where the host presents three clips – each falling within one of the Cute, Win or Fail categories. The audience votes by posting comments as to which clip is the most Epic.

Audience*

Total show views: 85M+

Number of shows produced: 66

Average votes per episode: 30,000+

*Current as of 12/13/2011

Platforms

YouTube

Facebook

Twitter

Get Glue

UStream

Clicker



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CUTE **WIN** **FAIL**

Insight-Driven Interactive Programming

All of our social storytelling efforts are built around turning passive audiences into active communities by telling a shareable, engaging and persistent story across all the platforms of a show. We begin this process by listening to our community.

For CuteWinFail, we developed Facebook and Twitter platforms that allowed us to capture our community and discover not only what content excited them, but also how they engaged with it. Using insights gleaned from our ongoing listening campaign, we developed interactive social storytelling features that enable and extend existing user engagements.

In other words, we learn what users want and create entertaining ways for them to fulfill those needs.

Top Fan Engagements

- **Sharing episodes** – Viewers share the episodes on YouTube
- **Posting user-generated videos** – Viewers post video responses
- **Parodies** – Viewers create their own impersonations of Toby and the format
- **Outtakes** – Bonus footage edited together featuring Toby's bloopers

Key Insights

Viewers organically share their own user-generated content on YouTube and other platforms.

Fans respond to the show and spend time creating their own parodies and mash-ups.



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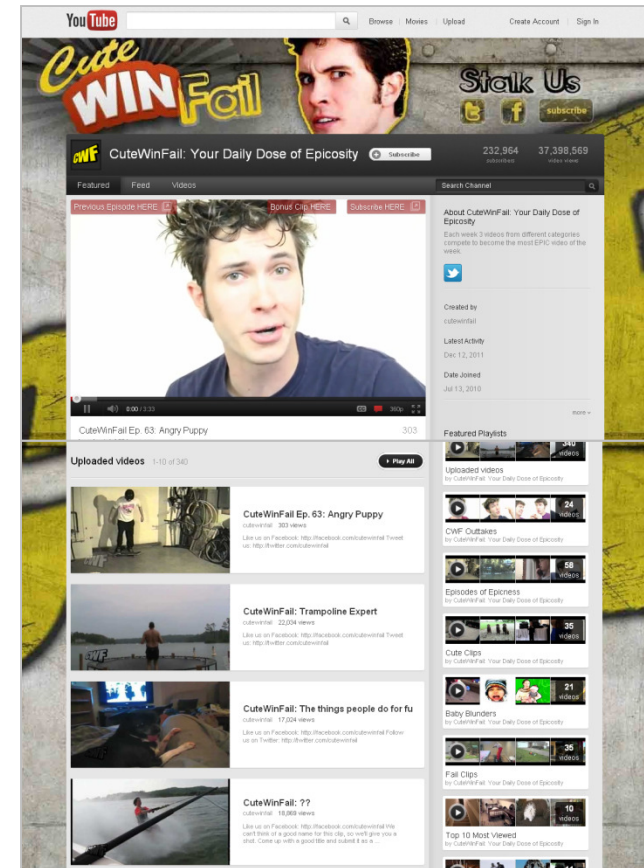
YouTube Channel

Our dedicated YouTube channel has garnered 232,000+ subscribers and 37+ million views in its first year alone. The channel features the CuteWinFail Episodes and CuteWinFail Outtakes. Sourced from the world's largest curated UGC archive, our playlists are organized into trending topics on YouTube, such as Sports, Holidays, Weddings, Fails, Babies and Pets.

The episode engagement rate is especially high, with 30,000+ weekly votes determining which video is the most Epic. Each day a new clip is uploaded, and includes interactive elements such as giving viewers the opportunity to name a clip and write commentary.

Key to the success of the channel is the collaboration and cross-promotion with our creative partners, Toby Turner, Tony Valenzuela and Phil DeFranco who each command major audiences and subscribers across YouTube.

Most recently, CuteWinFail was included in the "YouTube Creator Handbook" as an example of best practices for traditional production companies seeking to launch content on the site.



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Facebook Engagement

Engagement is part of the DNA of the CuteWinFail brand, and we've created a community with 5,500+ likes that feature photos and a watch it page from YouTube. New videos are uploaded daily with high engagement and reach. Also included are video ecards, which allow users to customize their own messages, choose music and select CuteWinFail content to share with their own social graph.



Twitter Engagement

The CuteWinFail Twitter presence contains consistent messaging with links to daily uploads and bonus footage. Our brand equity on Twitter is driven by our high retweet rate by influencers in the YouTube talent community. We believe that engaging our viewers organically and authentically is key in scaling entertainment brands on the platform.

