

A vibrant illustration of SpongeBob SquarePants running joyfully on a sandy beach. He is wearing his signature white shirt, red tie, and brown pants. His right arm is raised in a wave, and he has a wide, open-mouthed smile showing his teeth and tongue. The background features two palm trees with coconuts on the left, a blue sky with stylized white clouds, and a sandy beach with colorful speckles. A shadow of SpongeBob is cast on the sand in the bottom left corner.

NICKELODEON

We increased
levels of engagement
and attracted a
new audience group



“Traffic was doubled over the campaign period”

THE CHALLENGE

Nickelodeon needed a way to showcase all of their summer content on one site. In the past Nickelodeon has had issues with short retention times and low page impressions. With all of this in mind we knew that we needed to create a site that was fun, compelling and engaging, whilst also being easy to use.

THE SOLUTION

Given the fact that the average visitor would be under 10, we needed to think carefully about how much interaction and personalisation is appropriate. With this in mind we decided that we would allow them to personalise their own avatar but in a way that would not allow too much information to be conveyed. We devised a badge creator where visitors create their own badge and personalise with colours, username and patterns and a blog, written from the point of view of on-air TEENick presenter, Olly.

The augmented reality and personalised response to blog comments proved to be a really effective way of engaging the audience, by offering them something new and exciting in return for their time and attention.

THE RESULTS

- Incentivised positive user behaviour
- Doubled traffic year on year
- Increased page impressions and dwell time
- Delivered a new, engaged audience