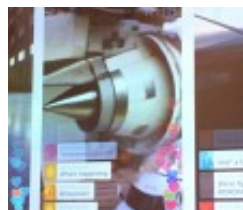


How brands are making the most of Periscope

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Brands embrace Periscope to cut through \$60B worth of web advertising noise

Brand advertisers have taken notice of new livestreaming platforms like [Periscope](#), and they are trying to use them to cut through the noise of **digital marketing**.

This year, the **digital advertising** spend will [approach \\$60 billion](#), so **brands** are increasingly challenged to get their message out to the right people.

At a session at the [Ad:tech conference](#) in New York Thursday, several **brands** ran through case studies where live **digital** content is being used to reach consumers.

Twitter was in the house, too, to talk about its **Periscope** service, which **brands** are increasingly seeing as the go-to medium for their live content creations.

Periscope, by the way, now supports horizontal video, and can be viewed in the living room on [Apple TV](#), said **Twitter** senior **brand** strategist Tom Chirico.

Blumhouse Films (makers of the *Paranormal Activity* movies) produced the first live horror movie on **Periscope**, called *Fifteen*, on Halloween.

General Electric used live **Periscope** footage shot from drones to show its vast fields of clean energy wind turbines from the air. The drones also toured GE testing facilities and manufacturing plants across the country.

GE created a whole campaign around the drone videos, and promoted it to media.

“Anytime you innovate on a new platform, you have to build the whole experience around it, and you have to make a big deal out of it,” said **GE** global director of **innovation Sam Olstein**. “You have to make a big deal of it internally.”

Wendy’s used **YouTube** stars **Rhett and Link** ([Good Mythical Morning](#)) in a live video session

where the two interacted with fans. Behind it all was a **branded** campaign for a **Wendy's** drink.



In all, Wendy's six-hour session produced 57 customer videos, started 1,378 **Twitter** conversations, and reached 1.5 million unique visitors.

Wendy's is working with the idea of spending its entire **advertising** budget on nontraditional media like live web video and **Periscope**, said **digital marketing** director **Mike Bueno**.

"We can't talk about specific sales numbers, but we did see that this program did substantially move sales," **Bueno** said.

"These platforms are the new studios," said **Will Keenan**, [Streamup](#)'s president and chief content officer, of the **Periscopes** and **Snapchats** of the world. "Wherever the eyeballs go, advertisers will follow."

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