

# Phillips MediaSource WhitePaper

## 10 Ways Marketers Are Using the Second Screen

The second screen (smartphones, tablets, PCs) and how it complements the first screen (TV) have become hot topics, but the phenomenon isn't new: Today the spike in connected screens and services that link with the big screen is creating new possibilities for TV broadcasters and marketers alike.

### Leveraging the Small Screen During Big Live Events

Coca-Cola / Polar Bowl / Super Bowl  
Target / The Grammys Live App

### Incentivizing Ad Engagement

Pepsi / IntoNow  
Dove Men + Care / Viggle

### Gamifying TV Ads

Honda Jazz / "This Unpredictable Life"  
Coca-Cola / Chok

### Bridging a Campaign's TV and Digital Elements

Progressive Insurance / Shazam for TV  
Flo-isms App

### Syncing E-Commerce with TV Content

Watch with Ebay  
AT&T / Team Coco App

### Sponsoring Second Screen Extras

Verizon / The X Factor  
Lexus / Shazam for TV

### Giving Sports Fans a Game of Their Own

Heineken / Star Player  
Chevrolet / Game Time

### Spurring Social Chatter with Hashtags

Audi / Vampire Party  
#SoLongVampires

### Enabling Real-Time Interactivity

Prometheus Movie Trailer  
#areyouseeingthis

### Creating Transmedia Opportunities

Red Bull Supernatural / NBC / Shazam  
Access POV Footage

### Let's talk.

Michael Grant  
Director of Marketing and Strategic Planning  
T. 214-741-1300, extension 202  
michael@phillipsmediasource.com

Thanks to Phillips Productions  
and JWT Intelligence



Online and Offline Marketing | Content Development | HD Video Production

Phillips MediaSource | 750 N. Saint. Paul | Suite 1000 | Dallas, TX 75201 | 214-741-1300 | phillipsmediasource.com