



ORPHAN BLACK

EVERYBODY AT ONCE

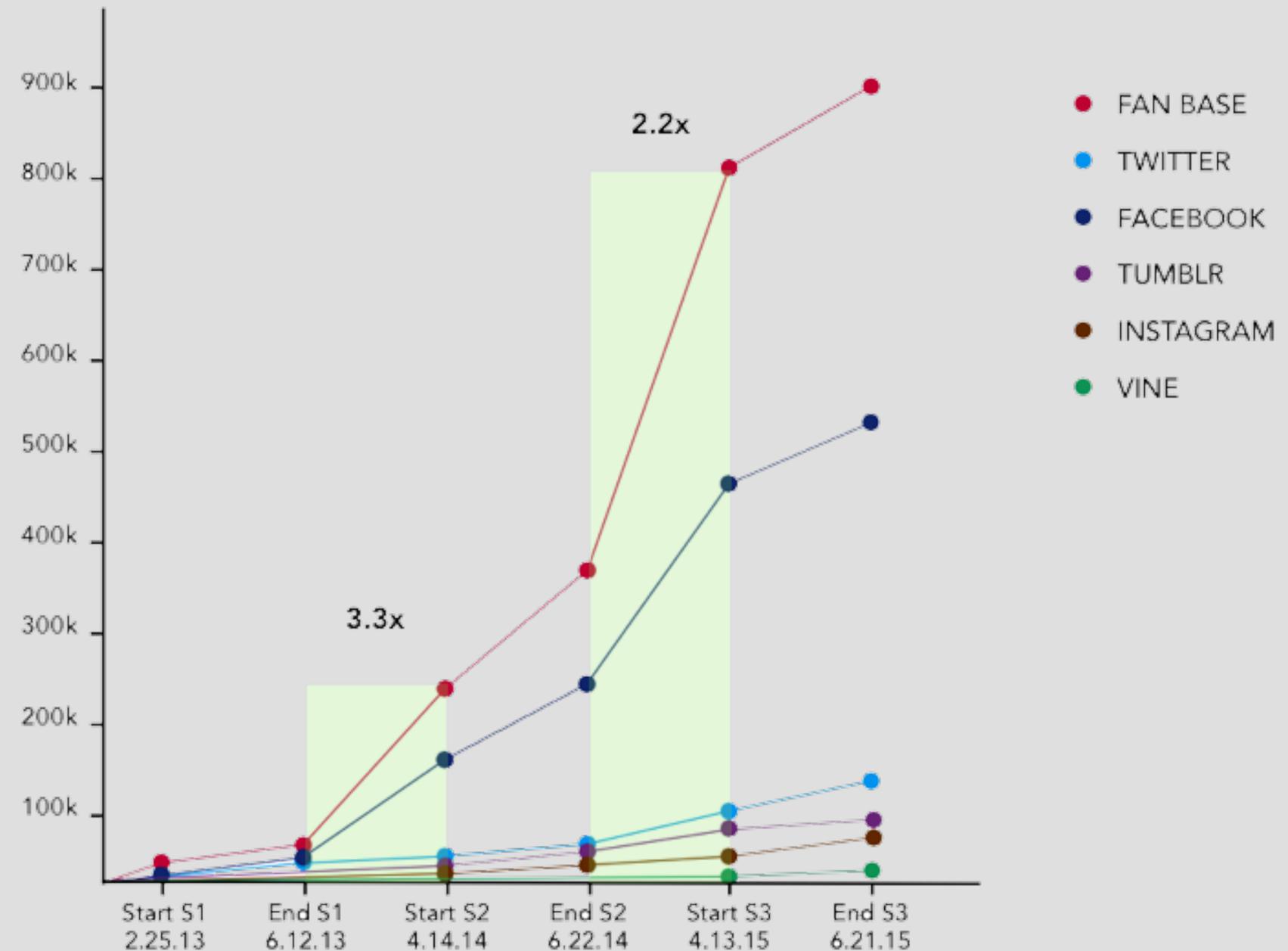
YOUR AUDIENCE HAS AN AUDIENCE.
EA1.CO

CASE STUDY

Case Study: Building the World's Most Passionate Fandom From Scratch

Orphan Black is the first show in TV history to double its audience season on season on season, the result of a focused audience-building campaign during the off-season.

ORPHAN BLACK TOTAL FANBASE COUNTS



Orphan Black

To develop a fan presence for BBC America's original scripted series Orphan Black, EA1 built an always-on audience building campaign that worked just as hard in the off-season as it did in-season.

EA1 developed a participatory, fan-driven "where-to-watch" campaign that encouraged the existing audience to recruit new fans, and to show them where and how to binge watch via EST and SVOD. EA1 created new content and tentpole events out of off-season activity to maintain fan enthusiasm. EA1 developed support campaigns for celebrity fans and social influencers. EA1 researched content and social graph data to find not just "top" fans but "active" fans — those with diverse interests and social connections who were more likely to attract new audience to the show. EA1 went to the Orphan Black set to establish brand relationships, capture socially-optimized assets, and train both the talent and production staff on social media best practices.

Orphan Black has since received broad critical acclaim for its innovative use of social media while the series has become a cultural phenomenon, winning a Critic's Choice, Peabody Award, Hugo Award, and in 2016, an Emmy.

Through EA1's always-on efforts to build audience between seasons, **Orphan Black grew its social audience by 3.3x and 2.2x in the period between seasons** and **Orphan Black is the only show to double its L+3 ratings three seasons in a row.**

3.3x

Fan growth between between Season 1 and Season 2

2.2x

Fan growth between between Season 2 and Season 3

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Contact us—info@ea1.co