

# Building Anticipation Throughout the Week

The Walking Dead Season 8 Premiere

Remind — Pique Interest — Engage — Add-on/Distract — Excite — Refresh — Immerse — Deliver

1 week before premiere

6 days before premiere

5 days before premiere

4 days before premiere

3 days before premiere

2 days before premiere

1 day before premiere

Day of premiere



[3 - 5m Short]

Walker Download

**User behavior:** Second screening during Fear the Walking the Dead

**Content:** Interactive minisodes during commercial breaks

Access AR to unlock hidden content about the characters, weapons, and walkers on-screen and teasers for the upcoming season premiere of TWD

Behind the Dead Countdown

**User behavior:** Viewing add-ons in wait for AMC special

**Content:** Daily release of turnback feature comparisons and unique versions of trailers uncovering easter egg finds.

Favorite characters before and after Trailer of Carol in season 1 compared to season 8



[Social Participation]

Fan Talk

**User behavior:** Seeing what everyone else is saying

**Content:** Fan generated, commentary video and podcast lets you watch/listen live to comment in real time.

Join the conversation as we cover the following topics: Dwight's Redemption, Eugene's Betrayal, Negan's Motives

Fan Theory

**User behavior:** Viewing additional content to share and discuss

**Content:** Animated fan theories open up the conversation for "what ifs."

Carl's Tale - Remembering his fallen father as a hero  
Rick's Come - It was all a dream as Rick fights to survive in real life  
Outbreak - Breaking Bad crosses over into the TWD universe



[15 - 30s Short]

100 Adventures with Otis - in line with the 100<sup>th</sup> episode

**User behavior:** Checking social feed

**Content:** Shareable micro-episodes follow our favorite walker, Otis since the initial outbreak as he gets into some sticky situations.

Otis finds himself stuck on a tree branch just as the leaves begin to fall.

100 Ways - in line with the 100<sup>th</sup> episode

**User behavior:** Streaming a video of similar content

**Content:** Interactive video ad allows the viewer to choose their own adventure within the trailer as the story continues in the next ad of the series. (Partner with sponsors to hack the ad experience even further - i.e., Mountain Dew)

Join the compound and succumb or go it alone and stay true to yourself?



[Short Form <20m]

Making a Walker

**User behavior:** Killing time during a commute

**Content:** Minisode series goes behind the scenes with the crew.

Special effects artists demonstrate what goes into the makeup of a walker at different stages of decomposition.

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100 Walkers - in line with the 100<sup>th</sup> episode

**User behavior:** Browsing on desktop

**Content:** Webisode series lets us meet the human behind the walker.

Susie was a doctor before being turned on her birthday by a patient. Michonne put her down four years later.

[15 - 30s Short]

Clip Compilation

**User behavior:** Scrolling for shareable moments

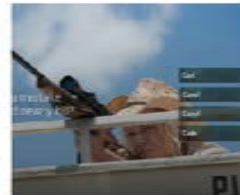
**Content:** Reels form a playlist of memorable moments, bloopers, and more.

Kills by Lucille  
Negan's Best Quotes  
Epic Falls on TWD Set

Lifestyle/How-to

**User behavior:** Looking up Halloween ideas

**Content:** Zombie makeup tutorial



[15 - 30s Short]

Behind the Dead Companion

**User behavior:** Second Screening during AMC catchup special

**Content:** Trivia and facts from the set

Guts devoured by walkers are actually hams soaked in vinegar  
AIT, plot twist: Shane kills Rick  
Who was the CDC doc named after?  
Edward Jenner, scientist behind Smallpox vaccine

PRIOR EVENT - AMC

[Long Form]

The Walking Dead: Behind the Dead

Reflect and celebrate w/ cast and crew

[Short Form <20m]

TWD Dissection

**User behavior:** Accessing exclusive extras for deeper plot understanding

**Content:** Minisode series dives into showrunners' choices as the show progresses.

Why Glenn? - Explains to the viewer why Glenn had to die so Maggie can lead.  
Sasha's Final Hours - Her decision to turn and how it impacted the group.

Interviews

**User behavior:** Browsing for more info

**Content:** Cast member clips from the red carpet



[3 - 5m Short]

Walker Catch Up

**User behavior:** Looking for a quick refresher

**Content:** Synthesized top moments of the last season gets you caught up in minutes.

Season 7 recap breaks down what happened, what to remember before the premiere, and what to watch out for.

TWD Tribute

**User behavior:** Searching for short entertainment

**Content:** Video compilation plays tribute to those lost last season

Remembering George Romero - the man who started it all in honor of John Bernesecker - Reel of his best stunts on the show and more  
Say Goodbye: Characters - Favorites list in Season 7

[Social Participation]

Fan Commentary

**User behavior:** Revisiting old favorites during free time

**Content:** Short snippets of past episodes with recorded fan commentary voice over.  
S5E02 "Strangers" - "That's right, they eat Bob's leg! He, suckers, he's infected."

Recap

**User behavior:** Catching up on commute

**Content:** Memorable moments rundown



[360° VR]

Ready or Not

**User behavior:** Immersing into gameplay

**Content:** TWD themed VR video game

Fight walkers, seek out shelter, make alliances and survive OR play as walker and infect others.

BTS View

**User behavior:** Plunging into the world of the show

**Content:** 360 video of exclusive behind the scenes content to feel like one of the cast and crew

Walk alongside Norman Reedus for a first hand account on all things Daryl.

Larger World

**User behavior:** Diving into exciting originals

**Content:** Discover the world of TWD for yourself and meet other survivors not featured in the series.

Enter the post-apocalyptic version of your hometown and see if your favorite establishments are still standing.



[15 - 30s Short]

Back to the Start Tie-in

**User behavior:** Second Screening during premiere

**Content:** Notable actions and what to watch out for during the season premiere

Mirror of series premiere within season 8 premiere: Rick at gas station v. Carl at gas station

MAIN EVENT - AMC

[Long Form]

The Walking Dead

Season 8 Premieres - 100<sup>th</sup> Episode "Mercy"

Behind-the-scenes

**User behavior:** Gearing up for the premiere

**Content:** Exclusive live feature prior to show airing

Post-show

**User behavior:** Streaming on the go

**Content:** Episode analysis and discussion

## Supplementary Content

Trailers and Promos

**User behavior:** Reacting to teasers

**Content:** Easter egg promos unlocked every 24 hours

Social

**User behavior:** Scrolling through feed

**Content:** Pics and posts from the cast and crew

Technology

**User behavior:** Scrolling through articles

**Content:** Bringing Shiva to life on the small screen

Lifestyle/How-to

**User behavior:** Looking up Halloween ideas

**Content:** Zombie makeup tutorial

Interviews

**User behavior:** Browsing for more info

**Content:** Cast member clips from the red carpet

Recap

**User behavior:** Catching up on commute

**Content:** Memorable moments rundown

Games

**User behavior:** Interacting with the screen

**Content:** AR app unlocks fan exclusives during trailers

Post-show

**User behavior:** Streaming on the go

**Content:** Episode analysis and discussion