

# 13 Reasons Why



## What we did:

Drove tune-in to the trending hit show 13 Reasons Why among Wattpad's young adult audience and built awareness and engagement leading up to the show's premiere date.

## How we did it:

Wattpad launched the *What If?* contest by asking community members to submit short stories about a time in their life they wish they could take back. The writing contest was complimented by video teasers for the show.

## Results:

**1000**

contest entries received in  
just 3 weeks

**3.8M+**

minutes spent reading  
and engaging with 13  
*Reason Why* content