

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