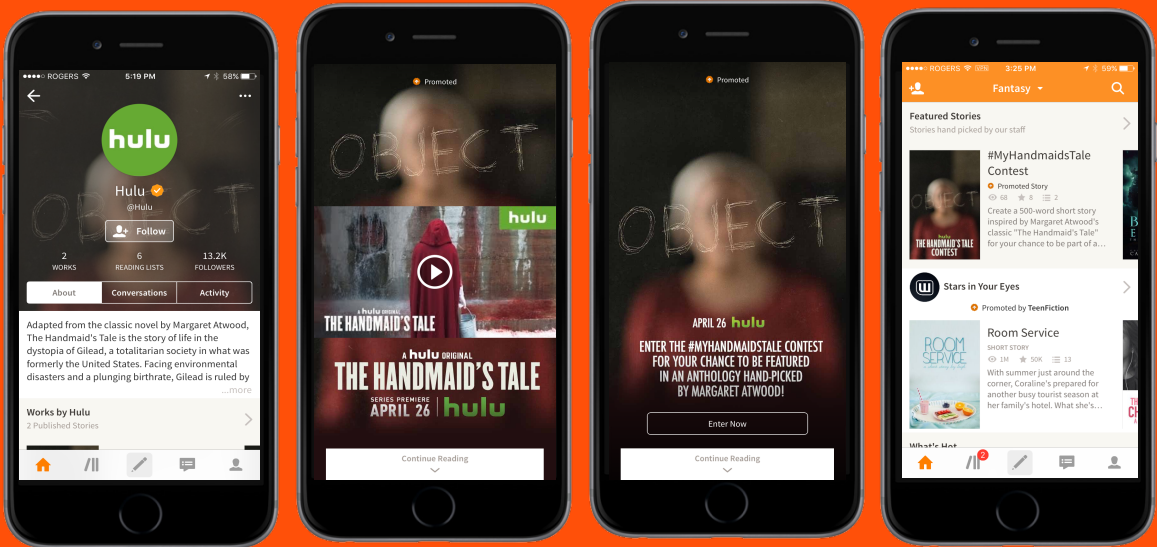


Hulu's The Handmaid's Tale



What we did:

Created mass awareness and tune-in around the release of the original TV series, *The Handmaid's Tale*, and build off of fans of the original book.

How we did it:

To engage the Wattpad community and leverage Margaret Atwood's fans on Wattpad, Hulu launched a writing contest (#MyHandmaidsTaleContest) asking fans to submit short stories about their own versions of *The Handmaid's Tale*. Winning entries were judged by Margaret Atwood herself, for a chance to be featured in an anthology. Plus, a layer of immersive video ads helped drive tune in as part of the overall campaign as well.

The Results:

The campaign sparked conversation around the series, and amplified discussion around global and political events, creating impactful results all round!

696

global contest entries were submitted; of which 671 were US only.

1.5M

minutes spent reading THT branded content

8.8M

native ad impressions were delivered