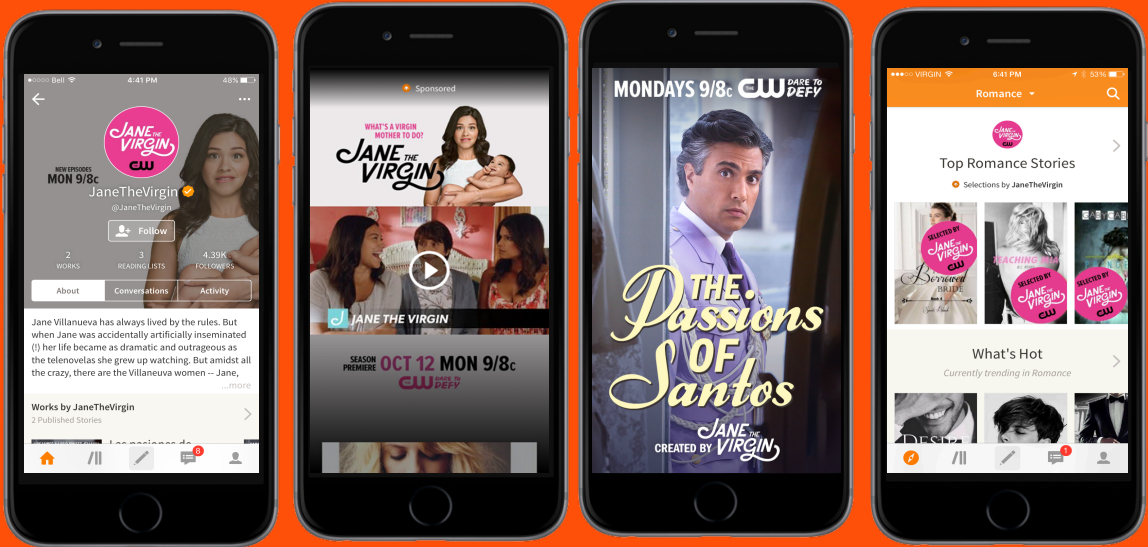


# Jane the Virgin



## What we did:

Drove awareness for season two of Jane the Virgin among both Hispanic and non-Hispanic millennial women.

## How we did it:

We created new branded content, “Passion of Santos” inspired by the series’ popular tele-novella. The campaign was complemented with Spanish and English reading lists, leveraging the success of romance and ‘chick-lit’ stories on the platform for maximum impact.

## The Results:

A Shorty Award-winning campaign that was a resounding success!

**6.3M+**

minutes of engagement  
with Jane the Virgin  
branded content

**1.4M+**

reads of Jane the  
Virgin reading lists

**189%**

lift in ratings among  
Hispanic millennial  
women from season  
1 to season 2



**The CW credits Wattpad with nearly doubling its ratings in its target demographic, as they saw a 143% lift in general Hispanic viewership.**

