THE DOWNTON EXPERIENCE

Create a microsite – an extension of/addition to the official Downton Masterpiece website. It would provide a promotional framework to support more robust fan engagement – with a special emphasis on **video promotion, interactive, social media, live events** and **stunts**. It would prominently feature **Downton Abbey, Masterpiece and PBS branding and tune-in.** It would also incorporate ad units for **Viking River Cruises** and **Ralph Lauren**.

WHY A MICROSITE?

Unlike the main Downton Masterpiece site, which already offers a *deep dive* into the show's content, the microsite would cast a wider net – adopting a more fluid, dynamic, fan-centric approach. Downtown already has millions of dedicated fans. But those fans don't have a place on the official website that's *just for them* – a place that's all about cultivating and exploring "The Downton Experience." This microsite would be a launch pad for new fans, a touchstone for old fans, and a unique **marketing, promotion** and **social media-driven experience** that would help build buzz for season 5.

WHAT IS *THE DOWNTON EXPERIENCE?*

The Downton Experience is a destination – it's the place you go to *get* hooked and *stay* hooked on a show that's become a worldwide hit.

The site would be an **information hub** for Downton news, updates, press, events. And it would be **a new way to experience the Downton phenomenon** – even for those who've missed some or all of the series up to now. It's a place to view the latest videos… get the latest scoop on the cast… track down the Downton Tea Truck… or even sip your way into the record books at a huge country-wide tea party.

VIDEO

New "Catch-up" Reels (Seasons 1-4, each 2-3 min) . Example: Masterpiece Season 1 recap – http://video.pbs.org/video/2177471253/

(**VIDEO** cont'd)

New Downton "Theme" Sizzle Reels
Theme #1: DRAMA is… *Emotion*
Theme #2: DRAMA is… *Scandalous*
Theme #3: DRAMA is… *Scheming*
End tag: DRAMA is… DOWNTON.

New Original/Exclusive Video Content
Create original videos for the Downton Experience – similar to what we did with Martha Stewart (PBS Food).

New Sneak Peeks/Teasers
Include a sneak peek at the upcoming ***The Manners of Downton,*** plus "etiquette-themed" interactive content – such as a "Miss Manners" style feature where fans can submit questions/get advice.

Also include links to DA5 teaser trailers or promos.

Social/Interactive Component (Viewer Choice)
A "viewer choice" section lets the viewers have their say by responding to poll questions or to our "catch up" or theme video reels: *"What was/Vote for your favorite Season 1 moment?"* or *"Vote for your favorite couple/shocking moment/scheming character,"* etc.

Re-purpose Masterpiece Downton site content
Include our **most popular videos** of fans reacting to star packed press events, coverage of the Downton Abbey Tea Truck, set tours/behind the scenes, etc. Also, create a **new compilation of our best cast interviews/moments** from seasons 1-4.

SOCIAL

Embed the **PBS Storify #DowntonPBS** social media feed on the site so fans can add to and follow what's trending.

Embed/stream **curated user generated content** from sites like http://downtonabbeyonline.com http://mrbateslegal.tumblr.com

Embed the *Downton Abbey Essentials* Collection from **Spotify.**

Countdown to Downton Clock (to the DA5 Premiere) – create a widget that you can imbed on a site or desktop. KEEP CALM and CARRY ON… Downton will be back.

OWNING DOWNTON

Hot Off The Presses
Offer **merchandise tied to specific episodes/story points** and make it **available for sale immediately** after the specific episodes air. Example: FREE BATES t-shirts.

Include links to **purchase** past seasons of Downton Abbey (**DVDs**) and other official merchandise including **jewelry, books, tea, etc.**

Include links to full eps of Seasons 1-4 – available for purchase/streaming on **Amazon Instant Video**.

EVENTS AND INTERACTIVE CONTENT

The following are example of stunts, events, and additional interactive content that, if executed, would have a place on the Downton Experience site.

STUNT: "The BIG Sip"
Host the world's largest tea party on **"Downton Friday"** – the Friday before the season premiere.

Indore, India holds the Guinness World Record for the world's largest tea party (single venue): http://www.guinnessworldrecords.com/world-records/1000/largest-tea-party

They've thrown down the gauntlet… and it's time for America's Downton fans to pick it up! We would need ***32, 682 sippers*** **at one location/venue** to break that record. Even if we don't… *better*

to have sipped and lost than never to have sipped at all!

Alternately, we could host several **concurrent** tea parties – which is essentially ***a huge multiple-venue countrywide tea party.*** Potential venues include: PBS stations, convention centers, and strategically placed "mini-versions" of the Downton Tea Truck – for mobile "Pop-up" tea parties.

LIVE PROMOTION: The Downton Tea Truck
Bring back the Tea Truck so fans can once again grab "a cuppa" in true English style. Biscuits and scones optional.

LIVE PROMOTION: A Downton Pop-Up Shoppe! Fans can purchase DA merchandise, in-store tea tasting, etc.

INTERACTIVE: Looking the Part
Photo manipulation tool that allows fans to upload headshots and see themselves with 1 or 2 Downton looks (period fashion – color, B&W or sepia tone).

Social component: This has the potential to go viral as fans share/post their "Downton looks."

INTERACTIVE: A Taste of the Abbey. Fans can enter ingredient search terms and find Downton-era recipes. Upload pics or video of their creations.

We'll partner with the PBS Food team, and curate/link to food recipes from sites like: **http://downtonabbeycooks.com/recipe-index/**

INTERACTIVE: Mixing the Abbey – Downton is currently set in the1920s – when the newly popular idea of the 'Cocktail-Party' was in full swing.
So for the sophisticated viewer, we're offering an interactive **mixologist's guide to Downton**.

Fans can view a professional mixologist's Downton-inspired creations and submit their own recipes/photos. Perhaps a "*Not-So-Shrinking Violet*"… or a Mr. Pamuk-inspired *"Turkish Delight."*

Curate/link to cocktail recipes from sites like: http://www.thekitchn.com/recipe-downton-abbey-cocktail-the-lady-grantham-the-10-minute-happy-hour-198639

LIVE EVENT: Downton Costume Exhibit
Consult/partner with Winterthur organizers to create a small traveling exhibit.
http://www.winterthur.org/Downtonabbey

LIVE EVENT: A Downton-themed fashion event during NYC Fashion Week See Downton-inspired fashions up close.
https://www.youtube.com/watch?v=hnMHZ8CvELk