

Jenni Rivera and Univision



How Univision Created a One-Of-A-Kind Moment of Applause to Honor a Singer’s Legacy

The late Jenni Rivera was one of the world’s most beloved singers. When she tragically passed away in a plane crash in December 2012, her fans, and the music industry, were devastated.

In the wake of this tragedy, the producers of “Premio Lo Nuestro,” an award show honoring Latin music, hoped to memorialize Jenni in a special way on the show’s 25th anniversary. As they were planning her musical triIBUTE for the ceremony, they wanted to allow her fans to be part of celebrating her career and legacy, too.

Univision presents the show each year, and used Thunderclap to invite thousands of fans to connect online with the on-air tribute, and use their social voices to share a message of remembrance together.

Rather than holding a somber moment of silence, Univision sought to create a “moment of applause.” The producers spent a week promoting the campaign on social media, the Univision homepage, and even on the air.

Finally, on the day of the show, the messages were unleashed during the award show broadcast, perfectly timed to coincide with the on-air tribute at 10:40 PM. The messages reached over 3.6 million people.

Thunderclap gave Jenni’s fans a chance to raise their voices together to honor a musician in a meaningful way.

THE BREAKDOWN

3,655,090

SOCIAL REACH

~9,000

SUPPORTERS

#6

MOST SOCIAL MOMENT DURING THE SHOW (via Trendrr)

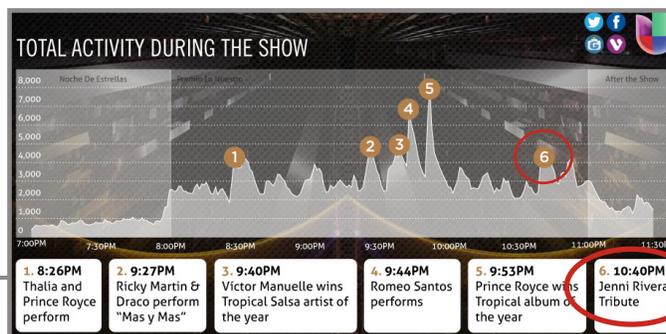
NATIONAL TRENDS

#PLN25

JENNI RIVERA

“Thousands of fans were also able to be a part a **one-of-a-kind tribute** for the late regional Mexican music megastar Jenni Rivera through a **virtual applause** via Thunderclap that spanned Twitter and Facebook with a social reach of more than 3.6 million....The homage was one of the **most anticipated moments of the night**”

-Univision



via Trendrr.tv

MUSIC
Moment for Jenni Rivera

“Celebro a Jenni Rivera y su música con un #JenniAplauso. I celebrate Jenni & her music with this applause. #PLN25 <http://thndr.it/VbfNuv>”