

# **CROSSOVER ADVERTISING: A NETNOGRAPHY OF A HBO/ AB INBEV MARKETING ALLIANCE**

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## **ABSTRACT**

Viewer-generated online responses to television advertising play an essential role in understanding people's engagement with advertising campaigns. The preliminary results of this netnography of an Anheuser-Inbev/HBO collaboration during the 2019 Superbowl provide insight and guidance for future research into crossover advertising partnerships. Viewers' spontaneous reviews and comments reveal the complex social conversations embedded in consumers' multifaceted online conversations. The study examines the cultic devotion to GOT and aims to understand the audience sense-making process of crossover advertising in general. The netnography represents how fandom uses social media for discursive projects related to the GOT identities.

**Keywords:** netnography, GOT, crossover advertising, fandom, YouTube.