

TBS MLB POSTSEASON

Problem: How does a network keep postseason games top of mind?

Solution: Take advantage of digital formats in order to provide up-to-the-minute information on the games.

BACKGROUND

TBS wanted something big and “out of the box” with the ability to switch creative daily to show MLB Postseason updates.

OBJECTIVE

TBS sought to drive tune-in for all of its games during the MLB Postseason including American League Division Series, National League Division Series, and American League Championship Series.

STRATEGY

TBS wanted to leverage high-impact tactics to drive awareness for all games by using wrapped interior and exterior subway cars with digital video screens in New York.

TBS also wanted to develop a national foundation with key local market overlay (in relevant regions) by using digital bulletins in seven markets to supplement the high impact tactic in New York.

PLAN DETAILS

Flight dates: September 20 – October 17, 2010

Markets: Boston, Chicago, Dallas, Hartford, New York/New Jersey, Philadelphia and Tampa

Out of Home Formats Used: Digital Bulletins, Subway Interior/Exterior Wrap, Subway Shelter-Sized Dioramas, Video Car Cards with daily video.

RESULTS

This campaign was the first to use video car cards inside trains for advertising purposes, along with having three MLB celebrities present at the launch as well: Cal Ripken Jr., David Wells, and Ron Darling. The videos were uploaded every morning so commuters were able to see the results from the prior nights’ playoff games.

