

TNT FALLING SKIES

Problem: How does a network promote a new science fiction series with a big name at the helm?

Solution: Use traditional out of home formats in unusual ways to catch the audience's attention.

BACKGROUND

TNT wanted to create excitement behind the launch of a new sci-fi show executive produced by Hollywood heavyweight Steven Spielberg. This was the tentpole show of the network's launch season and the network wanted to position it as the network event of the summer.

OBJECTIVE

The account team decided to market *Falling Skies* as if it were an epic motion picture. The agency wanted to encourage media hype by targeting adults 18 to 49 in key media influencer markets - New York and Los Angeles - with unique media formats and selections during tease and launch phases. TNT also wanted to build reach and continuity in top Turner Broadcasting markets.



STRATEGY

The first phase was a teaser campaign, which used local unique and spectacular media to create a grassroots feeling and establish the brand essence. The second phase promoted *Falling Skies* as the television event of the summer in select markets with a heavy up in New York & Los Angeles and rollout in key Turner markets to promote tune-in and summer viewership, both

by using traditional media in non-traditional ways and securing unique non-traditional media to bring the theme and feeling of the show to life.

PLAN DETAILS

Tease Phase

Markets: Boston, Los Angeles, New York

Flight Dates: May 2-29, 2011

Out of Home Formats Used: Airport Building Rooftop, Bus Benches, Graffiti Murals, Retail Store Gatefronts, Station Domination, Subway Tunnel Advertising, Subway wraps, and Wallscales



Launch Phase

Markets: Los Angeles, New York

Flight Dates: May 30 – July 3, 2011

Out of Home Formats Used: Bulletins (Intersection domination of bulletins with glowskin and extensions, dueling billboards), Digital Bulletins, Escalator Wrap, Ultra Super Kings

Turner Rollout Markets: Atlanta, Baltimore, Boston, Chicago, Cleveland, Detroit, Nashville, Orlando, Philadelphia, and Washington, DC

Flight dates: June 6-26, 2011

Out of Home Formats Used: Bulletins, Bus Kings, Bus Shelters, Digital Bulletins, and Urban Panels.

RESULTS

TNT's sci-fi drama *Falling Skies* pulled in the best ratings for a new cable series launched this year (2011) – 5.9 million viewers. One of the passengers on a Virgin America flight from New York to Los Angeles even posted a video of the airport advertisement on YouTube.

