

## NBC SMASH & THE VOICE

**Problem:** How does a network drive viewership in a highly competitive time slot?

**Solution:** Use digital OOH formats to blanket the market on the air date to keep the shows top of mind.

### BACKGROUND

NBC wanted to ensure high viewer rates for the second season of *The Voice* and the debut of its new show *Smash*.

### OBJECTIVE

The planning agency was tasked with creating an out of home campaign to publicize the second season of *The Voice*, and the premiere of newcomer *Smash*, which would both debut on the Monday following Super Bowl Sunday.



### STRATEGY

To ensure NBC dominated the Monday after the Super Bowl, the planning agency blanketed the full day Monday February 6, with *Smash* and *The Voice* tune-in messaging across out of home, supplementing the print, broadcast, radio, and digital efforts from agency partners.

The planning agency, working with the client and digital specialists, identified 300+ digital OOH screens across 12 markets to supplement the existing efforts across print, broadcast, radio, and digital. The result was NBC's "Day of Digital," a national campaign that gave the network share of voice domination across all media.

On Monday, February 6, digital OOH advertisements for *Smash* and *The Voice* went live across the selected markets.

### PLAN DETAILS

Markets: Los Angeles, New York, Chicago, Philadelphia, Atlanta, Boston, Minneapolis, Sacramento, Detroit, Phoenix, Dallas, Seattle

Flighting Dates: January - February 2012

Out of Home Formats: New York and Los Angeles were the markets of primary focus and where the traditional OOH mostly ran: taxi tops, station dominations, wrapped double-decker buses, and a Times Square Spectacular in New York, while engaging a media mix of bus shelters, bulletins, and wrapped double-decker buses in Los Angeles.

The digital media (200 digital billboards across all markets and 100 digital urban panels



in New York) ran the day after the Super Bowl.

## RESULTS

*The Voice* outperformed everything on Monday, February, 6 with a 10.6 HH/16 share while *Smash* premiered the same day in third at a 7.8 HH/13 Share (behind only *The Voice* and *Two and a Half Men*- 8.5 HH/12 Share).

The campaign also won the 2012 MediaPost Digital Out-of-Home Award for best integration with traditional media (e.g. print, TV, radio, static out-of-home).

