

HALLMARK CHANNEL

THE PROBLEM: How to build awareness of and interest in the Hallmark Channel's original movies and offerings to three uniquely different target groups.

THE SOLUTION: Design a custom outdoor program that provides reach and incentive to each of the various groups to "tune in".

BACKGROUND:

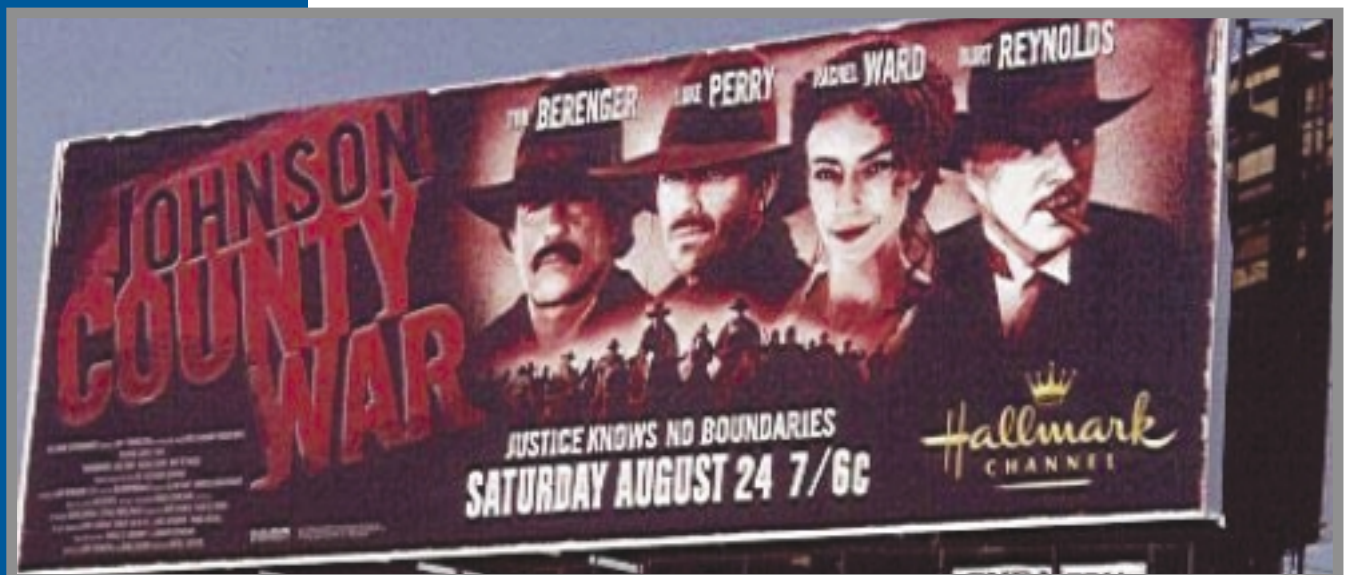
Hallmark is a 24-hour basic cable television network featuring family programming and original movies and mini-series. Given the vast assortment of cable stations in existence, Hallmark required a breakthrough media program to insure that each of its constituents – the viewing audience, media buyers and cable distributors – were all favorably disposed to its programming.

OBJECTIVE:

Reach current viewers, new prospects, advertising agencies as well as corporate headquarters in Kansas City with promotions for the original feature, "Johnson County Wars" in order to increase interest in the Hallmark Channel overall.

MEDIA PLAN:

Utilize a wide spectrum of strategically placed outdoor venues, and provide extra pizzazz via a high profile PR event, conducted at the site of one of the displays.





PLAN DETAILS:

Outdoor Services in Los Angeles focused the initiative in New York City, where the ad community is largely congregated and where numerous media companies are based. The plan consisted of the following elements:

- Bulletins near bridges and tunnels and rail cards at train stations to reach the millions who commute into Manhattan daily
- Urban panels and bus shelters in all 5 boroughs to reach ad agency personnel and viewers who live in New York City
- :60 stock trailers placed in 46 metropolitan area theaters
- One spectacular wall in Times Square to reach consumers and to also serve as a staging area for a live cattle drive to kick off the series

The cattle drive was conducted in the heart of Times Square during rush hour (no easy task!) one week before the series was to begin. Three of the stars, including Burt Reynolds then met with ABC's Good Morning America to promote the show, which got picked up later in the day on other local newscasts. Postcards were also handed out to pedestrians during the event.

By contrast, the Kansas City program was tame, using bulletins and 30-sheets to announce the show's debut.

RESULTS:

The results were nothing short of spectacular! Johnson County War's garnered the second highest rating in the channel's history, and sizable improvements were noted for the year on all objective measures: distribution was up 17%, day ratings up 50% and both ad revenue and new clients increased by 100%!

Which only goes to show: if a media company needs a job well done, call in the outdoor advertising experts to drive the message home!

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OUTDOOR ADVERTISING
ASSOCIATION OF AMERICA, INC.