

OBJECTIVE

Drive awareness and viewers for the launch of That '70s Show into syndication. Increase brand loyalty and build an on-line relationship with the target audience. Create a brand halo for the sponsor, NetZero, conveying a hip and cutting edge image.

SOLUTION

The Core 12 team created a multi-platform promotional strategy that included tagged print advertising, broadcast, viral marketing, strategic web advertising, e-mail campaigns and an on-line '70s user experience. The campaign was a huge success, resulting in a 4.1 Nielsen rating for the show launch and nearly 1 million unique visitors.

Summary Results:

- That '70s Show received a 4.1 Nielsen rating in its first 2 weeks in syndication
- That '70s KISS Show on VH1 received a .3 Nielsen rating
- 975K Unique Visitors
- 225K Targeted email list attained
- 3.1M Page Views
- 1.6M Visitors
- 113M hits



• BROADCAST



• PRINT



• ONLINE USER EXPERIENCE



• PR



• VIRAL



• ONLINE MEDIA