

CASE STUDY

COURT TV - MYSTERY MEN

BACKGROUND & OBJECTIVES

Media Storm, LLC is a media agency based in Connecticut, which specializes in the entertainment industry. They represent Courtroom Television Network (Court TV), an American cable television network, owned by Time Warner. This network informs and entertains with a programming dedicated to investigation, crimes and the justice system.

Murder by the Book is a television series broadcast by Court TV, on which mystery fiction writers recount real-life cases that inspired their work.

Media Storm, LLC and Court TV wanted to drive awareness and build an audience for the launch of Murder by the Book.

CHALLENGE

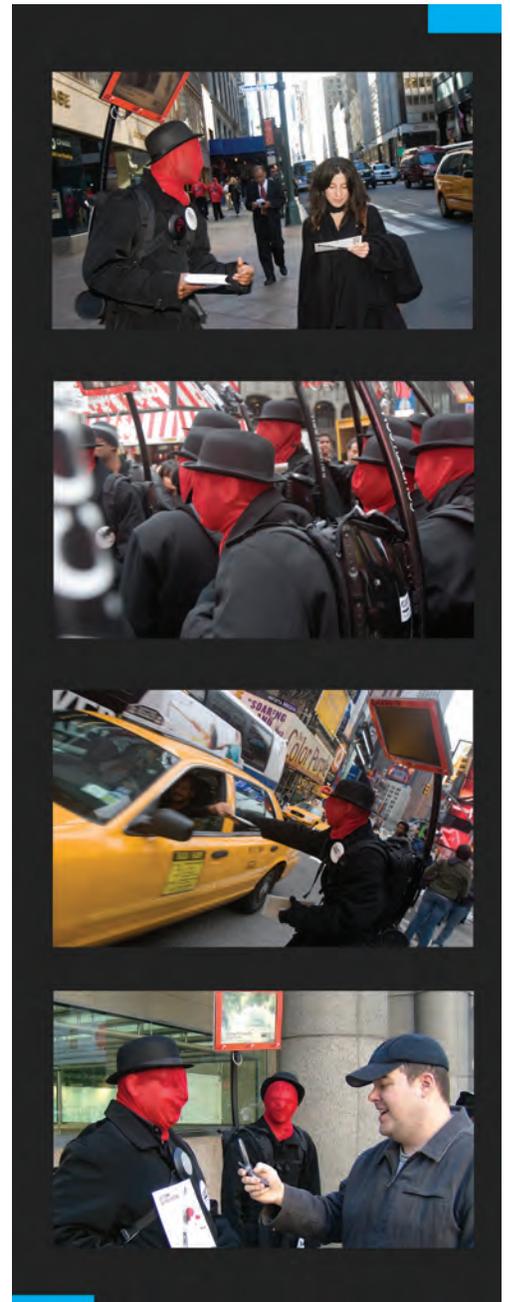
The program would be executed in major traffic areas on Manhattan streets: Times Square, Penn Station and Grand Central.

The solution would need to stand out amid the crowd and billboards, attract the consumer and educate him about the time and type of show.

SOLUTION

Media Storm, LLC and Court TV decided to use 15 PixMonitor and 5 Bluetooth enabled PixMonitor units.

Pixman Corporation supplied local promotional staff to wear the Pixman Monitor units. The Pixman promoters interacted with the consumers, invited them to download trailers from the TV show on their mobile phones and distributed bookmarks and magnets promoting the TV series. A costumed character was developed for the Pixman to underline the enigmatic TV series: the Mystery Man. The promoters wore long black coats, red shiny masks, melon hats and black gloves. A red frame with the Court TV logo surrounded the screen. Court TV's website address was also affixed on the backpack pole and logo stickers placed behind the screen and the backpack. On the Pixman screen, previews of Murder by the Book were showcased.



RESULTS

- Pixman's staff distributed a total of 119,300 samples, including bookmarks and magnets.
- The branding of the Pixman unit increased awareness of Murder by the Book and Court TV.
- The costumed character stood out in the crowd. His red mask attracted attention and peaked the curiosity of the consumers.
- The Bluetooth enabled Pixman Monitor units enhanced the interaction. By pointing their mobile phones at the Pixman, consumers were able to download Murder by the Book trailers.
- 20 Pixman were deployed at the same time on Times Square, creating an impressive impact on the consumer.

HIGHLIGHTS

- Launch of a new TV series on Manhattan streets
- 20 Pixman deployed at the same time in Times Square
- 119,300 samples distributed
- 250,000 interactions with the public on the streets
- Video download via Bluetooth
- The infamous "Naked Cowboy" composed a song about the campaign.

