

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

Lighting 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).

