

## TNT - The Alienist

### Problem

How can TNT use OOH to raise awareness and promote the star power in the new show, The Alienist?

### Solution

By creating a multi-platform campaign that highlights the stars as a group and an individual.

### Background

TNT was launching a high priority premiere in December 2018 for The Alienist. This presented the opportunity to have TNT be recognized as the prestige network that they are and garner critical buzz.

One unique challenge was making the most of high caliber talent and leveraging multiple creative assets of Daniel Bruhl, Luke Evans and Dakota Fanning, both together as a group and individually.

### Objective

Objectives included bringing in new viewers interested in dramas and mysteries, and heightening overall awareness in the DMA.

### Strategy

Turner utilized multiple formats to build a cohesive media plan seen throughout NYC. Bulletins, LinkNYC, urban panels, and subway 2-sheets provided tentpole units hitting New Yorkers with a mix of high impact and frequency formats as they went about their daily routines. Transit formats such as bus kings, taxi tops, and wrapped double decker buses connected the dots between the stationary formats further extending the reach and frequency of the overall campaign. The frequency formats allowed us to showcase the multiple creative versions within the market. These ad messages were prominent in NYC and could not be missed.

### Plan Details

Markets: New York

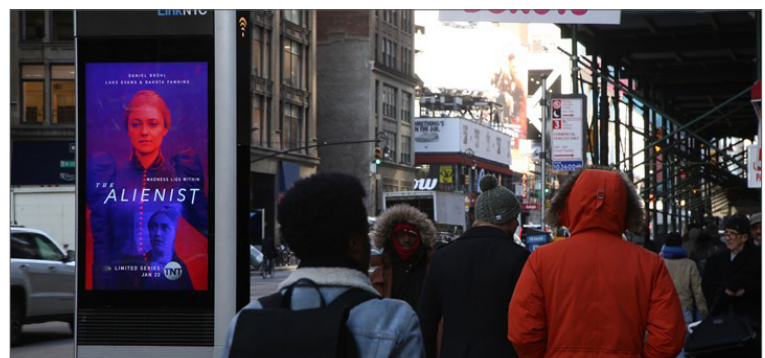
Flight Dates: December 2017 - February 2018

OOH Formats Used: LinkNYC, Bus Kings w/ Headliners, Subway 2-Sheets, Urban Panels, Taxi Tops (static/digital) and TaxiTV, Wrapped Double Decker Buses, Bulletins

Target Audience: Hispanic A18+

### Results

The Alienist was the strongest TNT premiere since 2012. In New York, it launched with a 1.5 in Live ratings and a 2.5 L+7 rating. We specifically tested LinkNYC as a tune in driver and were able to tease out the following results with 90% confidence:



- 26% lift for Days 2/3 All Viewers
- 35% lift for Days 2/3 Medium Viewers
- 26% lift for All Medium Viewers

This showed that LinkNYC was especially good for driving in viewers within 2-3 days of the show premiere.

### Additional Information

Research methodology included capturing mobile devices via geofence of LinkNYC units and matching mobile devices back to ComScore households to capture tune in associated to those individuals.

### Audience Metrics

Target Audience TRPs: 1062  
Target Audience Reach: 80%  
Target Audience Frequency: 17.1

