

TV Land Series *Younger*

Problem

How does TV Land successfully promote its hit show *Younger*?

Solution

By executing experiential OOH to promote the show and connect it to a good cause.

Background

TV Land needed a fun, creative, and unique way to promote the upcoming new season of its hit show *Younger*. The company wanted new viewership, but also had to engage with fans who were already immersed in the show's previous three seasons.

Objective

The company wanted to explore more of an experiential approach after utilizing traditional OOH formats to promote seasons one through three. It sought to make potential and existing fans binge-watch the first three seasons of *Younger* so that they would be among the first to catch the new premier. It planned to partner with a strong lifestyle website that would cosponsor an event and drive attendance through social influencers. Part of the appeal was that people who attended would be donating to a reputable charity.

Strategy

TV Land and the media company partnered with Refinery 29 to bring the "Binge Watch for a Cause" campaign to life. Refinery utilized six major social influencers to help promote the event through its website, Instagram pages, and social e-blasts. The company scored a strong avenue with the event being hosted at Brooklyn's NBK Farms on the Williamsburg Waterfront. TV Land decided to partner with Mariska Hargitay's charity, The Joyful Heart Foundation, and donated \$10 per attendee. Ground promotions began one week prior. A team of brand ambassadors visited local shops, restaurants, and cafes, hanging flyers and leaving postcards for patrons. Large banners were installed at the entrances of NBK Farms, which garnered a ton of attention from both pedestrian and vehicular traffic along Kent Avenue. There was an enormous pop-up screen playing the three previous seasons of the show. The event also featured lawn games, pampering stations, a photo booth, an ice cream truck, free snacks, and blankets for patrons to rest and enjoy the show. Additionally, fully-branded pedicabs targeted stops like Smorgasburg by offering free rides to the event.

Plan Details

Markets: Brooklyn, NY

Flight Dates: June 24, 2017

OOH Formats Used: Experiential, wrapped pedicabs, exterior signage

Target Audiences: Women 18 to 34

Budget: \$160K

Results

There were 2,000 RSVPs and over 980 attendees at the event, blowing away the client's initial estimation with over five times the head count. All six of the influencers showed up and shared social media posts to encourage attendance. There was a total influencer reach of 1.6 million, inclusive of two pre-event posts. One in three people posted on Instagram sharing the #binge-younger hashtag.

Testimonials

Attendees: "I plan on staying all day to see the premiere of the 4th season."

"I can't wait to brag to my friends."

