

## Seinfeld

### Problem

How does a local network revitalize a classic television show to ensure daily tune-in?

### Solution

Use OOH to immerse the audience in the show's familiar environment.

### Background

Seinfeld is a hugely successful, well-known brand, but after 25 years it's an aging property. The challenge for this campaign was to revitalize the Seinfeld brand – making it appear fresh, buzzworthy, and relevant to today's consumers.

### Objective

The objective for the campaign was to announce Seinfeld's time period change to 11PM on PIX11 and to make the show relevant to the consumer's everyday life. The target audience was adults 18-49.

### Strategy

The campaign created a big splash in the New York market with a standout OOH execution that extended the experience through multiple digital platforms.

Seinfeld and the subway are synonymous with New York City, and the subway system is one of the most effective ways to reach a broad audience. To revitalize the brand and make the announcement relevant to the masses, New Yorkers were given a fully branded Seinfeld experience on the subway. The 7 Train was selected, as it's a popular route from Queens to Manhattan targeting a high volume of the show's viewers and it was featured in the 1992 Seinfeld episode "The Subway."

The Seinfeld Wrapped 7 Train rolled out on Monday, May 12, giving consumers a pleasant surprise on their daily commute. The launch also aligned with the start of the 2014 TV Network Upfront week, capitalizing on the TV-related buzz in the market. All 11 cars of the train were fully wrapped, both interior and exterior, to showcase the Seinfeld characters at their favorite restaurant, Monk's Diner. This execution was the first time in the history of the MTA that a regular service train hit the tracks with a full domination takeover.

The outside of the train resembled the exterior of the diner and the interior was completely transformed to a scene in the restaurant – seats, walls, overhead cards, square cards, even images of the characters. The creative invited consumers to "hang out" with Elaine, Jerry, Kramer and George and featured a social call to action with the hashtag #SeinfeldSubway, encouraging riders to Tweet, Facebook or Instagram selfies for a chance to be featured on the SeinfeldSubway.com microsite.

### Plan Details

Market: New York

Flight Dates: May 12 - June 19, 2014

OOH Formats: Interior and exterior 7 train wrap



## Results

Over 60 publications picked up the PR story centered around the Seinfeld Wrapped 7 Train including the *New York Times*, *USA Today*, *NY Post*, *NY Daily News* and *Reuters UK*. In addition, the execution was highlighted in 21 blogs and 9 internet forums. The internet commentary was largely positive; Gothamist commenter MB posted, "It's truly amazing that 'Seinfeld' has been off the air for over 15 years, and still gets more advertisements than most shows on TV today. Still the greatest sitcom of all time!"

Videos and images of the execution were shared by consumers via Facebook, Instagram and Twitter featuring #SeinfeldSubway. These posts/tweets generated 4.6 million estimated impressions. Social media posts were strongly positive, proving the campaign was well received and liked by the majority of consumers involved in the social universe.

New Yorkers were encouraged to post their selfies inside the train for their chance to be featured on PIX11's SeinfeldSubway.com microsite. The site received 5.5 million impressions and 2.9 million social interactions over the life of the campaign.

The Seinfeld subway experience not only delivered the message about the time period change, but was able to refresh the Seinfeld brand beyond the New York market. The reaction showed how much Seinfeld is still relevant to today's consumers – so much so that reporters, journalists, New Yorkers and tourists alike wanted to share it with the rest of the world.

By inviting consumers to take part in the Seinfeld experience, Monk's Diner became the highlight of their day. Not only did people go out of their way to ride the wrapped 7 Train, but felt the need to brag about it and share it with their friends and followers. A true testament to the success of this campaign is from the consumers themselves.



Below is a sample of some fan posts:

- "Transferring trains & waiting thru a 30 min delay for the sole purpose of riding the #SeinfeldSubway #accomplishment"

- "I rode the #SeinfeldSubway today, still relevant today as it was in 1988. Incredible."
- "Awesome! RT @AubernaLevy: Just stepped onto a subway car decked out like Tom's Restaurant"

#SeinfeldSubway"

- "Riding the #SeinfeldSubway, aka #7 Train. The whole train has been converted into an ad for #WPIX's #Seinfeld reruns."
- "Can't help but smile on this morning's commute sitting in Monk's Café on the 7 Train #SeinfeldSubway"
- "This is the coolest thing ever...And the closet I'll ever come to being cast in an episode.lol #SeinfeldSubway"

