

Who Wants to Be a Superhero?

Problem

How do you launch a new cable reality program?

Solution

Let the creative theme dictate the formats where you can best reach your potential audience.

Background

NBC's Sci-Fi network launched a new reality program called "Who Wants to Be a Superhero," in which everyday people leveraged their "super" talents and superhero knowledge to compete with others to be named a superhero. The campaign had a limited budget and was time-sensitive, so the challenge was finding available formats that would still relate to the show.



Objective

The idea behind the campaign was to inspire people to dream up their own super-identity, ultimately driving them to watch the premiere of "Who Wants to Be A Superhero?" on July 27, 2006. The campaign needed to reach both a general market audience and science fiction fans who would have a more personal interest in the show.

Strategy

What better way to get people reflecting about their own superhero status than a mirror cling that puts them in their very own superhero outfit? The mirror clings featured a cutout of a superhero, allowing people to envision themselves so when people looked in the mirror, they saw themselves as superheroes! The motion-sensor mirrors spoke to people when they approached the mirror. The mirrored bathroom clings were placed in various restaurants and clubs with up to 2 clings per bathroom. The New York market focused on locations in Manhattan, like SoHo, Tribeca, etc. In Los Angeles, NBC focused on West Hollywood coverage. Both markets were able to capture the male skew in hip and trendy areas where there's heavy influence from the enthusiasts and in specific places where the target works and plays.

Plan Details

The campaign ran from July 10 to August 6, and though the mirror clings ultimately won our client's hearts, there was a wide array of place-based formats for this effort to give massive reach and frequency with different out of home formats. Street teams distributed water bottles and communicated the message of Superhero in various locations throughout the markets. Ad- vans targeted high-trafficked areas and outdoor events, while projection media was used to target specific buildings in the New York and Los Angeles markets. Pizza boxes, arena media and elevator screens were all used as place-based media to capture the male target in their homes, workplaces and sport entertainment venues.

Results

The first season of Superhero stayed consistent in the "top recommended cable shows" to watch on Thursday.