

## A&E The Glades

### Problem

How does a network establish itself in a new genre?

### Solution

Combine traditional formats with promotional events to drive tune-in on a broad level while still targeting your key audience.

### Background

In the summer of 2010, A&E was poised to launch a new scripted drama *The Glades*, a lighthearted crime drama chronicling the life of homicide detective Jim Longworth. The series follows Longworth as he moves from metropolitan Chicago to a sleepy town outside of the Florida Everglades in hopes of relaxing and fine-tuning his golf game, only to discover that the Florida Everglades aren't quite as sleepy as he once assumed.

The pulpy, fun show was a departure from the heavier scripted fare that aired on the network in the past. A&E had yet to find a show that resonated with scripted drama enthusiasts, who are primarily older females seeking an escape from their everyday lives. A&E content is traditionally gripping and engaging, yet often perceived as too dark to appeal to the general scripted drama enthusiast. With competitor networks TNT and USA having already established themselves with this audience, the major challenge for the marketing campaign was to successfully break into the competitive set and establish A&E as a place to go for quality scripted drama content.

### Objective

The overall objective was to establish A&E as a major player in the scripted drama genre by driving above-average ratings to the premiere episode of *The Glades*. If A&E could bring viewers to the first episode, the network believed the content of the program would keep consumers interested and sustain a rating throughout the season. The goal was to execute a media campaign in environments that would generate broad awareness of the new series (among the industry and consumers alike), maximize brand exposure, and encourage content sampling and subsequent tune-in. Additionally, the campaign was slated to run through the beginning of the summer, so seasonally relevant environments were to be considered.

The media plan focused on adults 25-49 but skewed 60% female.

### Strategy

The planning agency and A&E delivered on objective a multi-phased out of home media plan using traditional and experiential tactics, placing the key art -- an orange, in homage to Florida's key export, with a knife penetrating the middle releasing a trickle of blood -- on formats locally and nationally. The campaign began with an early awareness message ("Coming in July") on high impact and broad-reaching media in New York and Los Angeles -- A&E's two priority markets in terms of ratings and ad sales. The planning team executed a 2D extension of the knife on a high-profile New York bulletin located at Houston and Crosby St. in addition to a #50 showing of Manhattan vertical phone kiosks. Another high-profile impact bulletin was posted on the famous Sunset Strip to reach the entertainment industry in Los Angeles.

The second phase of the campaign relied on creative including day, date and time messaging to increase tune-in exposure. Additional formats included king-size bus posters, commuter rail car cards and bus wraps in New York, and double-decker bus wraps and a spot on a 10-unit digital bulletin network in Westside Los Angeles. The agency also purchased and executed tradi-



tional media including bulletins, transit and street furniture in Chicago, Houston, Philadelphia, Atlanta and Tampa.

Aside from the traditional media elements used to generate mass awareness surrounding the premiere, A&E looked to create buzz and a higher level of consumer engagement in seasonally relevant environments: namely, beaches. The planning agency partnered with a media vendor to create a custom beach experiential program in New York, New Jersey, Los Angeles, Chicago, and Tampa. Two beaches were selected for each market (one per day of the execution) based on overall beach traffic and likelihood that the target demographic (older females) frequented those particular beaches. Prior to beaches opening on each day of the execution, brand ambassadors blanketed the beach with 200 branded beach towels to create an eye-catching visual and greet consumers as they arrived. The orange towels were emblazoned with a white chalk outline of a body. When the beaches opened, the brand ambassadors distributed "beach essentials" that included a branded towel and a specially created book, developed by A&E in partnership with Barnes & Noble, of *The Glades* pilot episode along with photos from the set. To complement the experience, aerial banners flew over target beaches with a trailing letters in tow showcasing *The Glades*' season one tagline: "Sunny with a chance of homicide."



A significant component of the broader marketing campaign included a first-to-market six-week partnership with Barnes & Noble, the nation's largest book retailer – with both in-store and online exposure that leveraged the massive and loyal B&N audience. The beach campaign dovetailed nicely with this partnership by serving as a distribution vehicle for the book, and also the out of home approach synchronized with prominent End Cap display units in 350 key Barnes & Noble retail stores nationwide that were offered as a tactic of the partnership.

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## Plan Details

Markets: Atlanta, Chicago, Houston, Los Angeles, New York, Philadelphia, Tampa

Flighting Dates: May - July 2010

Beach Experiential Program: July 10-11 (premiere weekend)

- 7 brand ambassadors and 1 manager per market in branded clothing/attire
- 7 hours of execution per day for 2 days during peak beach hours
- 5 markets: Los Angeles (Santa Monica Beach and Manhattan Beach/Hermosa Beach), New York (Robert Moses Beach and Long Beach), New Jersey (Ocean City Beach and Point Pleasant Beach), Chicago (North Avenue Beach and Osterman/Hollywood Beach), Tampa (Fort Dosoto Beach and Clearwater Beach)
- Brand ambassadors distributed "bundles" including a branded beach towel and book featuring the script of the show's pilot
- #50 showing (150) vertical phone kiosks: May 3 – June 8
- Houston St. bulletin w/ 2-D extensions: May 3 – June 8

### Tune-In Phase

Los Angeles

- Sunset bulletin: June 9 – July 18

- 2 wrapped double-decker buses: June 21 – July 18
- (1) :08-spot on 10-unit digital bulletin network: June 14 – July 18

*New York*

- #50 showing (150) vertical phone kiosks: June 9 – July 18
- Houston St. bulletin: June 9 – July 18
- 4 wrapped Academy commuter buses: June 21 – July 18
- 180 Manhattan bus kings & 75 five-borough bus kings: June 21 – July 18
- #25 showing (670) MN/LIRR commuter rail car cards: June 21 – July 18
- #25 showing (276) NJT commuter rail car cards: June 21 – July 18
- 2 wrapped double-decker buses: June 21 – July 18

*Chicago*

- 20 downtown + 20 general market transit shelters: June 22 – July 19
- 40 El-train ultra super kings: June 21 – July 18

*Houston*

- 9 high-profile highway bulletins: June 21 – July 18

*Philadelphia*

- 5 high-profile highway bulletins: June 21 – July 18
- 1 high-profile highway bulletin: June 28 – July 25
- #25 showing (24) Center City transit shelters: June 21 – July 18

*Atlanta*

- 4 high-profile highway bulletins: June 21 – July 18
- #50 showing (150) bus kings: June 21 – July 18

*Tampa*

- 4 high-profile highway bulletins: June 28 - July 25

*Multiple Markets*

- Beach aerial banners: July 2-4 and July 10-11 (NY, NJ, CHI, LA, TAM)
- Digital mall kiosks (1) :20-spot: June 21 – July 18 (10 markets)
- National cinema long-form content and 30-sec spot: timing varied
- Static in-lobby movie theater posters: 10 markets

**Results**

The premiere of *The Glades* on July 11 at 10 PM aired to the largest audience for a series opener (at the time) in the network’s 26-year history. The premiere delivered 3.55 million total viewers, 1.44 million of which were in the A25-54 demo and 1.21 million the A18-49 demo.

The overall two-phase traditional outdoor campaign generated over 600 million impressions, while the experiential program delivered over 40,000 collateral bundles across the five-market beach execution.

“*The Glades*’ series launch was a great success for A&E, due in large part to the media campaign executed by [our agency],” said Lori Peterzell, VP, Brand Strategy and Consumer Marketing at A&E. “The out of home program was critical to our success, capturing consumer’s attention with unexpected integrations and communicating the distinctive and playful tone of *The Glades*.”

