

CATEGORY: PRINT | WINNER: FALLON MINNEAPOLIS | CLIENT: SCI FI CHANNEL

Fallon

Everyone knows the story of *The Wizard of Oz*. But if you're developing an updated TV version—as the Sci Fi

Channel was doing with its *Tin Man* miniseries back in 2007—that familiarity might not be helpful.

The network asked Fallon Minneapolis to work up a multifaceted marketing campaign that would make *Tin Man* stand out against previous minis on Sci Fi and attract new viewers. Fallon's effort had many components—an online experience at road2oz.com and themed events, to name just two—that escalated leading up to the December premiere.

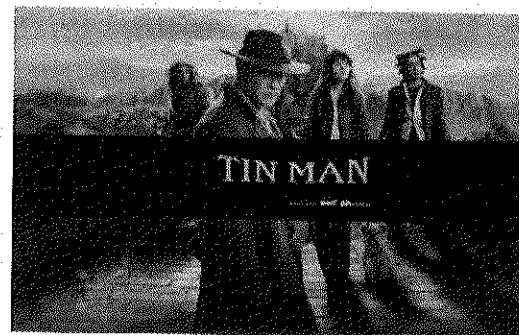
The campaign also featured a highly innovative print element with *The New York Times*. Fallon worked with the paper's editorial department to produce a special spread with *Tin Man* artwork spilling over into archived editorial, including *The Times*' original review of the film in 1939. The insertion ran the same day as the premiere, Dec. 2, and since that was a Sunday, it was part of the *Sunday Times* package.

Like the movies' four main characters, Sci Fi got what it wanted. The network was the No. 1 ad-supported cable channel dur-

ing the three nights of *Tin Man*'s premiere. It was the highest-rated miniseries in Sci Fi's history, beating projections by 62 percent. And it racked up a Yahoo! Buzz Score that was 184 percent higher than anything else on the network in the previous year.

"Our insight was that people's instinct with remakes is to compare them to the original," says Rocky Novak, associate media director at Fallon. "Instead of fearing this comparison, we invited it. We used [the campaign] to promise that the Sci Fi Channel remake would both pay homage to, and provide a unique twist on, the original *Wizard of Oz*. Our partnership with *The New York Times*

epitomized this approach. The use of archived *Times* edit helped position *Tin Man* as the next iteration of this classic tale."



CATEGORY: RADIO | WINNER: OMD | CLIENT: VISA

OMD

INSIGHTS • IDEAS • RESULTS

Video, as it turns out, did not kill the radio star. The venerable media category is alive and well, and it played an important role in a recent campaign by Visa. The credit card company, along with agency OMD, teamed with Clear Channel Radio to create an innovative program to drive short-term volume, or cash flow, through the Visa network.

The plan involved moving ad dollars from morning TV to morning radio and creating 15-second spots that were associated with commercial time for certain marketing categories, such as quick-serve restaurants, retail/shopping, travel and bill paying. For instance, one 15-second spot presented the idea of using your Visa card to pay for a fast-food purchase just before an ad ran for Burger King.

Station owner Clear Channel developed a turnkey program that seamlessly paired Visa's quick-hitting spots with more than 25,000

appropriate merchant messages in more than 120 markets.

The results were impressive: The radio campaign generated five times as many gross rating points as Visa had been getting with its morning TV advertising. Additionally, short-term volume through Visa's network rose 10 percent compared with the same time period during the previous year.

But perhaps most significant is this: Visa has singled out the campaign as a company-wide best practice, basically exporting the concept to other regions for study and implementation.

"We're constantly evaluating new techniques and relationships that enable us to drive growth, while highlighting the attributes of the brand and our products in a way that is topical and relevant to cardholders," said Elyssa Gray, senior business leader of media and creative services at Visa Inc. "OMD, together with Clear Channel Radio, created a highly innovative solution that not only resonated with our target audience but helped us achieve our objectives."