



Client



Campaign

Top Gear s13 Broadcast Premiere
Top Gear s13 iTunes Digital
Top Gear s11&s12 DVD Release

Target

Top Gear fans, auto enthusiasts,
general entertainment fans

Campaign Duration

Five Weeks



Objective

Create buzz about and promote tune-in of the premiere of *Top Gear Season 13* (including digital premiere on iTunes), also using this compelling event to promote Seasons 11 & 12 on DVD.

Strategy

Concentrated outreach and engagement to *Top Gear* fans, auto enthusiast verticals, and entertainment fans, to generate placement of campaign materials. Heavy focus was put into blogs, message boards, and Twitter to maximize one-to-many impressions.

DVD Give-Away

Promotional DVDs were offered to bloggers willing to host a giveaway within a post centering on the *Top Gear s11/s12* DVD releases.

Facilitate Chatter

Community Ambassadors leveraged automotive news, facts, visual assets and trivia to ignite conversations within niche message board communities and spark blog coverage (no Pay-Per-Post!), organic Twitter posts, posts in activated Social Networking groups, etc.

Measure Coverage

We measured the coverage we ignited using Compete/Quantcast, Radian6 and manually logging posts and views. We also logged sentiment, how certain assets performed, highlights of coverage, etc.

Results

- Created 5.3+ Million campaign impressions
- Client very pleased with show ratings
- Created 1,200+ posts across all channels
- Client experienced a boost in iTunes Sales
- DVD became #1 selling DVD on BBC Store
- Measured over 700K+ organic blog posts (posts on blogs that we did not reach out to, but covered campaign through word of mouth)