



## Client

**BBC** VIDEO

## Campaign

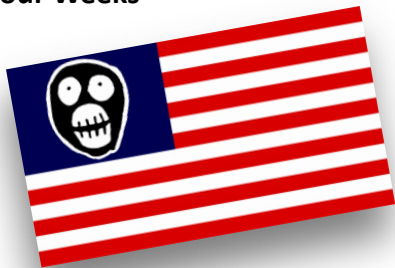
*The Mighty Boosh* Seasons 1, 2, & 3  
DVD release

## Target

*Mighty Boosh* fans, *Adult Swim*  
fans, Comedy fans

## Campaign Duration

Four Weeks



## Objectives

- Create awareness of *The Mighty Boosh* Seasons 1, 2, & 3 release to DVD
- Ignite fan base surrounding *Boosh Storm USA* – appearances, signings, and tour dates promoting *The Mighty Boosh* DVD releases.

## Strategies

### Strategic Influencer Outreach

Reached out to influential bloggers and fans before DVD launch to position ourselves as insiders and secure coverage of *The Mighty Boosh* DVD releases and tour dates.

### *Boosh Storm USA*

Leveraged U.S. tour dates and television appearances on *Jimmy Fallon* and *Chelsea Lately* to rally fan chatter surrounding *The Mighty Boosh* DVD releases. Attended *The Mighty Boosh* appearances at ComicCon (San Diego), Amoeba Records, and The Roxy (Los Angeles) providing live updates and photos to fans through community building channels. Sharing information in real-time provided fans, those attending and not, a space to connect and experience with the broader online public.

### Dynamic Fan Engagement

Established presences on Twitter, Flickr, and YouTube to ignite existing fan base and distribute digital assets. Videos and photos were tweeted out to fans from the @MightyBooshDVD account allowing for cross-channel integration. Ensuring that all postings were dynamic and fresh (even after campaign end) was a primary focus during the campaign.

Twitter updates provided active engagement opportunities with fans. We promoted use of #mightyboosh hashtag for consumers to easily connect with other fans and continue conversation outside of @MightyBooshDVD account. **TwitStamp** was utilized to embed the latest tweet from the @MightyBooshDVD account within social media - giving our Twitter account more reach and reinforcing Twitter as a destination hub for real-time information

Flickr was used to distribute both promotional and fan-submitted photos from *The Mighty Boosh* appearances. **Flickr Slideshow** was implemented to embed slideshows of all photos from the Flickr photostream with social media sites.

YouTube hosted embeddable clips from *The Mighty Boosh*, and organized fan posted videos into playlists for others to view. A user-generated video submission contest was housed within the YouTube account as well.

## Results

- Created 25+ million campaign impressions, uniquely reaching 13.7+ million people
- Secured mainstream media blog coverage in *The Huffington Post* (7+ million unique) and multiple posts, including an exclusive interview, from *Boing Boing* (2+ million unique readers)
- Established a Twitter following of 2,400+ fans, effectively reaching 500,000+ unique Twitter users, and creating 5+ million impressions
- Created 1,300+ campaign posts surrounding *The Mighty Boosh* DVD releases
- Received 125,000+ views from Flickr, and 11,000+ views from YouTube
- Client (BBC Video) was pleased with initial sales result

