



## Client

BBC Video

## Campaign

Top Gear 10 DVD Release

## Target

Top Gear fans, auto enthusiasts

## Campaign Duration

Four Weeks



## Objective

Boost DVD sales surrounding DVD release

## Strategy

Concentrated outreach and engagement to *Top Gear* fans and other auto enthusiast verticals to maximize 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 give-away contest within a post centering on the *Top Gear 10* DVD release.

### Facilitate Chatter

Ambassadors leveraged automotive news, facts, and trivia to ignite conversations within niche message board communities. Each thread centered around a car relevant to the community, while ambassadors included information on the DVD release within the signature of every post.

### Community Building

Rallying excitement from an existing fan base, we participated in CarChat - an emerging weekly, two-hour, real-time chat within Twitter.

## Results

- Created 780k+ campaign impressions
- Created 450+ posts creating interest in *Top Gear 10* DVD
- Reached 300+ sites/groups through engagement
- Saw sustained growth in *Top Gear* chatter on Twitter after CarChat participation



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