



campaign summary: nbc

Client Name: NBC
Campaign Name: NBC
Upfront Promotion of the Today Show



Campaign Objective:
Engage and interact with NBC Upfront attendees while waiting in line to enter presentation at Radio City and after party at Rockefeller Center.

Display Today Show promotional video and custom animated graphics. Conduct a Today Show trivia quiz, datacapture name and company name and print out entry confirmation with details of NBC website where winner would be announced.

Deliver clean data to NBC the same day at the end of the activity.

Campaign Location:
New York City, New York

Measurement:
1 engagement every 7 minutes

Client Comments:
Adwalkers® were able to target and individually reach hundreds of veteran media buyers and advertisers. We received positive feedback from participants about their experience engaging with Adwalkers®, including a remarkable willingness to provide contact information and visit our special website as part of the Today Show knowledge contest. The bottom line result for us was a measurable increase in visibility that differentiated us from our competition and provided our sales team with additional reasons to follow up with key customers.

- Frank Radice, SR VP The NBC Agency

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