

RADIOcase study

E! Opening Act

Objectives

- E! premiered a new series called "Opening Act" in the summer of 2012 that "broke the mold" of talent/reality television.
- The show, conceived and produced by Nigel Lythgoe, surprises unknown artists, found online, with the chance to open for a top music superstar.
- There are no judges to woo, auditions to pass or rounds to win. Each band or solo act has only days to prepare after a surprise visit that presents them with an opportunity they never knew existed, and viewers follow them from obscurity to the big-time gig that could change their lives forever.
- Create buzz among music fans for the premiere of Opening Act on E!
- Drive tune-in for the premiere of Opening Act on E!

Solution

- So how do you get fans excited to watch an "Opening Act"? By reminding them via custom song/artist intros that their favorite acts were once an opening act, too.
- Katz Marketing Solutions partnered with participating radio stations to introduce top ranked songs and artists with an E! Opening Act promo spot presented by station DJ's.
- The contextually relevant campaign ran throughout day parts on a single day leading up to the show's premiere on E!.

 Cappuccino | WUSL-FM | Philadelphia

 Brian McKay | WXTU-FM | Philadelphia

 Casey | WRDW-FM | Philadelphia

Results

- The aggressive single day schedule of short form ads delivered nearly 50,000,000 ad impressions (A18-49) in just one day.

