



CASE STUDY: Getting TV Executives to Think Outside The Box

CLIENT: The Travel Channel, and PHD their media consulting agency.

OBJECTIVE: Educate and creatively engage their top executives to think about ways to expand the company's brand beyond cable TV, while giving them an immersive experience in how travelers are using new technologies.

STRATEGY: Create an interactive "Immersion Day" modeled after the Amazing Race, with teams racing around the city to perform a variety of challenges using new technologies. During the course, teams were also given the task of identifying ideas for utilizing any of these technology platforms to extend the Travel Channel brand and Travel Channel content.

TACTICS: Focusing on technology in the experience of "the traveler," we planned a route through Manhattan that would allow us to highlight each technology in a unique way, including:

- Taking a team photo with a camera phone in Times Square, e-mailing it to a pre-set address, and then watching their team's photo appear on the 11 story Reuters digital billboard, with their next clue below the photo.

- Utilizing an iPod and external speakers to listen to a Podcast tour of Chinatown, seeking clues hidden in a local restaurant.

- Exploring an interactive text-message led tour of Union Square where teams replied to pushed text content in order to find the location of their next clue.

- Using hand-held GPS devices to locate a section of the Berlin Wall located in mid-town.

- Downloading video clips of an upcoming TV show via Bluetooth when walking by a billboard.

At the finish line an interactive de-briefing was led, with each team discussing the new business ideas they developed out in the field while exploring these various technologies.

RESULTS: Post event survey indicated that 90% of participants felt that the experience had been "extremely useful" in getting them thinking about using the various technologies in expanding the Travel Channel Brand.

TESTIMONIAL: "Totally freaking awesome! The fact that you "got it" right from the start made your firm an obvious choice, especially compared to your competitors. Under very demanding and difficult parameters, you surpassed our high expectations!" —Melanie Mitchem, PHD

