

DELRAY BEACH FILM FESTIVAL

PR TEAM: Delray Beach Film Festival with festival director Michael Posner (Delray Beach, FL) and TransMedia Group (Boca Raton, FL)

CAMPAIGN: Delray Beach Film Festival

DURATION: September 1, 2005, to April 1, 2006

BUDGET: Pro bono (expenses: \$20,000)

Not every film festival can be as prominent as Cannes. But the festivals that find success usually do so by carving out a distinct niche in the film community.

For its 2006 debut, the Delray Beach Film Festival aspired to be the festival for the filmmakers. To become so, it needed the pro-bono PR firepower of TransMedia Group, a Boca Raton, FL, agency that cast several of its other clients in supporting roles to help drum up some buzz.

"Even though it would take up a lot of staff time, the agency decided to sign the account pro bono with the mindset of implementing a strategy to make the film festival benefit some of its other clients," says TransMedia account executive Kelli Bloechinger.

Cast of clients backs film festival

STRATEGY

The Delray Beach Film Festival did not have a Sundance-sized PR budget. TransMedia recognized the potential to not only expose the film festival to the local community and to filmmakers across the country, but also provide a platform for its other clients to get high-profile exposure.

"To support any of the arts today, PR firms must find imaginative ways to involve sponsors and clients so it's a win-win for everyone," says Tom Madden, CEO of TransMedia Group.

Through specialty awards and films the firm established synergy amongst the film festival and three of its other clients.

"PR firms must find imaginative ways to support the arts today"

*Tom Madden
CEO, TransMedia Group*

TACTICS

For client B & P Co., maker of wrinkle-smoothing Frownies Facial Pads, Madden created the Frownie Award for the best close-up of an actress in an independent film. The Frownie Award was presented by Jim Wright, great-grandson of B & P's founder, to actress Kashmiria Shah (pictured right) for the film *My Bollywood Bride*.

Next, TransMedia created the PurpleTrunk Award for best documentary film, presented by PurpleTrunk cofounder Renee Bacherman. PurpleTrunk is an online art gallery of one-of-a-kind works.

Finally, the firm turned a recently created VNR into a short documentary. *Turning Point: A Woman's Race to Self Discovery* featured another TransMedia client, single mom/race car driver/pastry chef Mary Katherine.

Armed with these distinct components and a wide array of collaterals, an online presence was created, including a festival blog, and a media outreach campaign blanketing South Florida.

RESULTS



"TransMedia has generated remarkable media placements with a variety of marketing and branding opportunities for us," says Kathy Wright, B & P's CEO.

Coverage ran in the *South Florida Sun-Sentinel*, *Palm Beach Post*, *Delray Beach News*, *Delray Times*, and *Boca Raton News*, and the festival was *Delray Beach Magazine's* March cover story.

The Frownie Award received exposure in America and India, Shah's home, which has prompted B & P to explore different distribution channels in India.

The PurpleTrunk Award gained media exposure, and the company capitalized by selling the "Best of Films" from the festival.

Also, a local sports reporter approached Katherine about racing him for a TV news segment.

FUTURE

The Delray Beach Film Festival has re-signed TransMedia and begun planning the 2007 festival.

In addition, both awards have received strong interest to be presented at other film festivals.

"We have interest from the Palm Springs International Film Festival, the Newport Beach Film Festival, and Lunafest, as well as others that it is too early in negotiations to mention," Bloechinger says.

Craig McGuire

PRWEEK'S VIEW

The smart thing about this campaign was that even though TransMedia took on the film festival pro bono, it maximized every opportunity to work other clients into the mix. While mixing and matching clients is not always a good idea, TransMedia demonstrated that it can be done successfully without any one client being overshadowed.

TransMedia not only gained what will be a long-term client, but also gave three other clients a creative platform to promote themselves and their products.

BALLY TOTAL FITNESS

PR TEAM: Bally Total Fitness (Chicago) and MWW Group (East Rutherford, NJ)

CAMPAIGN: Bally Total Health e-book launch

DURATION: February 28, 2006-ongoing

BUDGET: More than \$75,000



Going into 2006, Bally Total Fitness wanted to emphasize its unique offering of fitness and nutrition information and drive traffic to bally-nutrition.com, says Matt Messinger, AVP of media development and communications. Bally called on MWW Group, with whom it's worked for 15 years, to help create an e-book with nutrition and fitness advice for both members and non-members.

Bally Total Fitness e-book prompts boost in traffic

STRATEGY

Joe Cohen, VP at MWW Group, said the team wanted to garner as quick a response as possible from the e-book launch, so broadcast played heavily into the initial media outreach. "Broadcast is the fastest, most powerful way to reach that large audience," adds Carreen Winters, SVP at MWW Group. "We wanted to get the word out quickly." Another concern was targeting the right demographic: an audience of on-the-go women concerned with diet and fitness.

TACTICS

MWW Group created an SMT about the e-book featuring its author, company spokeswoman and fitness expert Nikki Kimbrough, and pitched it to morning shows nationwide. It also conducted interviews for radio and long-lead print publications.

RESULTS

In addition to garnering coverage on *Today*, the e-book got broadcast coverage in such markets as Miami, Philadelphia, Detroit, Dallas, and Houston. "We've had some really good traffic to the Web site," adds Messinger. Indeed, since the launch of the e-book, 19,000 people have visited the bally-nutrition.com site, and about 8,000 have downloaded the e-book. "[The results] vastly exceeded our expectations," says Cohen.

FUTURE

The PR team continues to pitch the e-book to long-lead magazines. Cohen says the e-book will be one of the anchors of the company's PR effort for 2006.

Erica Iacono

VH1

PR TEAM: VH1 (New York) and Universal Consulting Group (Boston)

CAMPAIGN: *ET* in 3D

DURATION: October 2005

BUDGET: \$5,000

For the third outing of *I Love the '80s*, VH1 wanted to let fans know that there was still plenty of humor and wry quips left to squeeze out of the decade. The company also wanted to introduce viewers to the newest evolution of the series: 3D.

"*I Love the '80s* is a very important franchise for VH1," says Nigel Cox-Hagan, VH1 creative group and consumer marketing SVP. "We wanted to generate excitement and generate buzz."



VH1 guerrilla street effort hits home with 'ET' fans

STRATEGY

VH1 worked with Universal Consulting Group (UCG) to stage a guerrilla street campaign in New York. "PR is becoming a growing part of experiential marketing," says Jeff Frumin, CEO of UCG. "I think that it's the viral PR that really gets people watching."

TACTICS

Bike riders dressed as Elliot from the '80s classic film *ET* rode through Times Square, Grand Central Station, Penn Station, and Union Square. They wore red sweatshirts emblazoned with the *I Love the '80s* logo and handed out 3D glasses (the show contained 3D effects that could only be seen with the glasses). VH1 also distributed 3D glasses in Best Buy stores.

"In this series, we were making a point of making it up-close and personal," Cox-Hagan says.

Media relations focused on the trade and consumer press. "At the end of the day, VH1 is interested in getting eyeballs," says David Gerzof, chief creative officer at UCG. "It doesn't matter if it's people on the street or people in the industry."

RESULTS

Gerzof notes that the campaign yielded 1.5 million media impressions. Cox-Hagan calls the ratings "very successful," and notes that they grew throughout the week as the show aired. The show averaged a 0.63 rating in VH1's key 18 to 49 demographic, 59% higher than the fourth quarter 2005 to date.

FUTURE

VH1 is continuing to work with UCG on projects for other franchises.

Beth Herskovits