

The Last Ship

Problem

How does a cable network get audiences' attention about the debut of a new summer series?

Solution

Use OOH formats to bring the show's subject matter into their everyday lives.

Background

"The Last Ship" was TNT's first foray into the post-apocalyptic world and conspiracy themes which are currently dominating pop culture. The challenge was to break through the noise created by competitors and generate awareness, consideration and ultimately tune-in for the June 22 premiere. Perceived similarities to other shows and the fact that pandemics and viruses are current news topics were some of the elements of concern that needed to be strategically and creatively marketed against. Ultimately, the association with Michael Bay, denoting action and epic scale for men, along with Eric Dane and his strong appeal with women, provided a compelling product and strong foundation to position TNT for a ratings success.



Objective

TNT's mission was to make "The Last Ship" the #1 new series of the summer by zeroing in on adults 18-49 and action forward, sci-fi fans by activating a promotion on a relevant platform worthy of the show's epic scale. The goal was to focus on bold, memorable, and attention-grabbing placements and roadblocks to generate intrigue and buzz.

Strategy

The strategy was to creatively tap into the underground and gritty nature of transit media to reach the target and prime them for the launch of "The Last Ship" in June. The four-week campaign in New York City's historic Grand Central terminal featured posters, banners, a street team and other elements with stark gas-mask imagery and messages like, "1 virus. 6 billion dead. Don't be next," as well as hand-sanitizer dispensers from marketing partner Purell.

Plan Details

Market: New York

Flight Dates: June 16 - July 13, 2014

OOH Formats: (36) Shelter Dioramas, (28) Vertical I-Beam panels, (10) 2-sheets, (2) 3-sheets, (11) wallsapes, (6) escalator soffits, (3) stairwell soffits, (2) I-Beam soffits, (1) corridor soffit, (2) stairwell banks, (12) column wraps, (1) stainless wallscape

- The Last Ship's 4 week traffic/circulation estimated at 6,810,128

Results

The series premiere of “The Last Ship” ended up as ad-supported cable’s top non-sports program of the day among P25-54, P18-49, P2+, and HH. The June 22 premiere at 9 PM scored a 3.3 total U.S. household rating, which converts to a 4.0 coverage area rating and a 6.3 HH share, with deliveries of 1,743,000 P25-54, 1,494,000 P18-49, 5,334,000 P2+, and 3,874,000 HH (Turner Programming Research).

Additional coverage in publications like *The Hollywood Reporter*, *Variety*, *The Wrap*, and the *Washington Post* below:

<http://www.multichannel.com/tnt-launches-gasmask-purell-last-ship-promos/375181>

<http://www.adweek.com/adfreak/purell-and-tnt-ads-remind-you-hand-sanitizer-good-global-pandemic-158370>

<http://creativity-online.com/work/tnt-the-last-ship-grand-central-terminal/36016>

http://adsoftheworld.com/media/outdoor/purell_the_last_ship_dispensers

http://www.mediabistro.com/prnewser/purell-andtnt-team-up-to-terrify-subway-riders-into-cleanliness_b94219

<http://www.bestadsonline.com/ad/63780/The-Last-Ship-The-Last-Ship-Grand-Central-Station-Domination>

<http://www.businessinsider.com/17-creative-outdoor-ads-2014-6?op=1>

www.mediapost.com/publications/article/228156/tnt-mno-anchor-the-last-ship-in-grand-central.html

<http://www.lbbonline.com/news/tnt-invades-new-yorks-grand-central-terminal-for-the-last-ship/>

