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CASE STUDIES

Shops

CAMPAIGN: APOLLO LIVE LOUNGE TOUR
 CLIENT: BET NETWORKS
 AGENCY: HALEY MIRANDA GROUP

CHALLENGE

BET needed a big launch for their new series, "Apollo Live," a talent competition in the spirit of "Amateur Night at the Apollo" that marked the legendary Apollo Theater's return to television. Because today's television landscape is saturated with talent show competitions, "Apollo

atmosphere of "Amateur Night at the Apollo." These authentic experiences included classic Apollo Theater elements like the iconic "blade" sign, the infamous Executioner and, most importantly, the audience whose "keep-it-real" bravado picked the winners and losers. Surprise appearances by urban music legends

SOCIAL MEDIA

Twitter – "Apollo Live Lounge Tour" events featured "Tweet Suites" – VIP lounges with large screen monitors that broadcast live feeds of partygoers tweeting about the event. Guests who tweeted to #ApolloLive received show branded giveaways.

Facebook – Additional online outreach featured a tour-dedicated Facebook Fan Page and a geo-targeted Facebook advertising campaign. The Fan Page included a "Talent Sign-Up" app for contestants, a complete listing of tour dates, photos, and videos from each tour stop. Social interaction was intense, with fans in every city interacting on a daily basis with photo and video postings and Apollo-focused discussions.

PROMOTIONAL RADIO

We identified the highest ranked, target-appropriate stations in our event markets and launched a promotional radio campaign to drive traffic to the events. Each radio partner promoted the events with spots, on-air mentions and generous DJ chatter.

RESULTS

- 124+ million total social media impressions
- 27+ million impressions through influencer posts
- 1.5 million Twitter impressions (trended 3rd week)
- 850,000+ Facebook impressions
- 422 promotional spots/mentions (9:1 ROI)
- Premiere of "Apollo Live" netted triple digit timeslot gains



Live" had to stand out from the pack as a relevant show for African American adults, 18-49. Plus, to be true to the Apollo Theater's legacy, the approach had to be authentic and engaging, while incorporating all of the time-honored elements of the Apollo experience in a fresh, new way.

SOLUTION

HMG created a multi-platform campaign to bring "Apollo Live" to life and drive tune-in to the show's premiere. HMG hit the road with the "Apollo Live Lounge Tour" – an experiential 10-city tour that recreated the high-energy



added to the vibe. Social media, influencer outreach and promotional radio overlays allowed us to reach the target audience beyond the live event, generating even greater reach and buzz.