

# bottlerocket

MARKETING

## TRUTV'S IMPRACTICAL JOKERS "MUSEUM OF IMPRACTICAL HISTORY"

### The Challenge

truTV approached Bottlerocket with an interesting proposition. Could we create a presence and major buzz at San Diego Comic-Con for the new season of the network's hit comedy series, Impractical Jokers? With all new episodes airing in the weeks after Comic-Con, making a splash at the biggest pop culture and entertainment fan event of the year was a must. Oh, and we would just have a few weeks to pull it off. Challenge accepted! Leveraging our long-term experience activating at "The 'Con," Bottlerocket quickly got to work. We knew we'd need to create something authentic to the series and its stars, appealing to its homegrown fan base and super fans, while also intriguing potential new viewers.



### The Solution

Bottlerocket secured prime real estate in the heart of the Comic-Con downtown area, an art gallery that we would take-over and makeover into the "Museum of Impractical History" – a totally free, four-day fan experience to immerse attendees in the types of hilarious and outrageous "dares," humor and inside jokes that have made the show's cast of four life-long friends, simply known to fans as Murr, Q, Joe and Sal, so popular.

By activating outside the convention center and right in the middle of the action, we had the freedom to create something bold and exciting that would definitely stand-out in a cluttered marketing environment.

### The Fan Experience

Like the Jokers themselves, our fan experience had to include a little bit of everything, from fun, to funny, to hilariously disturbing. Here's a taste:

- Collection of fan art, production art and props from the show – a ton of conversation pieces
- Free food! Themed breakfast items (like the Murr-ito) and snacks to help nourish our fans on their way to Comic-Con
- Caricaturist creating humorous fan portraits, building on a recognizable dare the Jokers have featured in prior episodes
- Twitter Vending Machine dispensing Joker prizes in exchange for social currency
- "Wheel of Doom" with spray tattoos reflecting another of the most popular dares from a prior season (skydiving ferret tattoo, anyone?)
- Socially-sharable photo op placing fans into this season's advertising key art
- Special events hosted for the press and advertisers
- Comic-book signings with the Impractical Jokers

## CASE STUDIES OF DISTINCTION

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### The Results

The Museum activation far exceeded expectations. We knew the Comic-Con crowd would embrace the Impractical Jokers, but the fan excitement and support was overwhelming. Thousands of consumers visited the Museum throughout Comic-Con weekend, and the lines for the Jokers' on-site appearances wrapped around a city block, stopping traffic. We also distributed over 20,000 branded giveaways. Social media was abuzz with the activation, as truTV's social platforms offered a vicarious taste of the experience to those unable to attend Comic-Con and provided calls-to-action for those on-site to earn extra incentives.

In fact, the Museum was such a hit that Bottlerocket brought it to South Street Seaport in NYC just a few weeks later, as the fan engagement experience alongside the Impractical Jokers' milestone 100th episode "Live Punishment Special" – which set ratings records for the network.