

Case Study Audio

Client: CBS

Agency: OMD

Application: Magazine Insert



- Background.** As part of the launch to introduce its exciting new Fall line-up, CBS decided to put a lot of promotional muscle behind its flagship show - the much anticipated remake of *Hawaii Five-O*, the famous and much loved cop series that ran for 12 seasons from 1967-1980.
- Challenge.** The age-old quandary...how to grab consumers' attention in a marketplace overflowing with competitive activity. Granted, the show had good word of mouth, but something larger than life was required to make the crucial difference.
- Solution.** Americhip worked closely with OMD to create a 6-page magazine insert highlighted with Americhip's patented Audio Technology. The insert itself was printed on heavy card stock and bound on each side with run-a-book ads to create a solid six pages of consistently themed advertisement to enhance the CBS brand. Upon opening the insert, readers were treated to the unmistakable *Hawaii Five-O* theme song. And years of unforgettable memories were rekindled.
- Success.** CBS's tactical use of audio technology provided an unforgettable sensory touch point for audiences who remembered the show (and a perfect initiation for a whole new generation of fans). It brought back emotions synonymous with fun and excitement – which were instantly transferred to the new Chevrolet Cruze and the slate of other shows highlighted in the insert. The blogs and traditional media raved about this perfect match of technology and audio content. Book 'em Danno!

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