

# Feel Good In A Whole New Way Campaign



Partnership Concept  
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# Feel Good In A Whole New Way

## Objectives

- ▶ Build brand value by establishing Propel as a needed ingredient to an on-the-go lifestyle.
- ▶ Demonstrate how Propel is an active part of a woman's life.
- ▶ Educate & reinforce Propel's REP functional promise.

## Strategy

- ▶ Provide a targeted reach by linking Propel to NBC female talent to illustrate the brand promise, "Feel Good In A Whole New Way."
- ▶ Emphasize and show reward of "physical activity."
- ▶ Extend outreach and brand awareness via an online essay consumer engagement program.
- ▶ Fully integrate the Propel experience across on & off-air platforms.



# On-Air

## “Caught Feeling Good”

### Custom Spots

- ▶ Custom product integrated spots featuring NBC talent during an empowering moment that makes her “feel good in a whole new way.” (i.e., Tina Fey script attached.)
  - Suggested featured talent: Tina Fey, Jane Krakowski (30 Rock), Mariska Hargitay (L&O, SVU), Gillian Jacobs (Community), Lauren Graham (Parenthood), Alison Sweeney (Days).
- ▶ Campaign promo driving viewers online to submit essay, view content and discover how Propel can enhance their life. (tailor w/on-going entries)

### Spot Placement

- ▶ Collaborate with show producers & writers to embed within the last scene before a break an organic “teaser” from the featured actress.
- ▶ Air custom spot at first commercial pod, followed by online promo.
- ▶ Air these spots during targeted female daytime & primetime viewing.



# On-Air Brand Integration

- ▶ Product placement in one episode of each featured NBC show.
- ▶ Music Video Interstitial: Product integration into a 3–5 minute music video intercut with each actress' physical activities which exemplify that being active is a fun, daily life choice. (Commission Jennifer Hudson for theme song).
- ▶ Propel billboard announcements during sponsored episodes.
- ▶ Bug: Propel bottle explodes on screen to reveal NBC logo animation.
- ▶ Snipe– lower third custom :05–:10 animation with “splash” sound effect: Propel, Feel Good In A Whole New Way, log on to [NBC.com](http://NBC.com) for details.



# Essay Program

## What Propels YOU?

### Invitation

- ▶ On-line viewer engagement opportunity connecting and educating consumers on Propel brand REP promise.
- ▶ Feel Good In A Whole New Way by answering one easy question: What Propels YOU? Personal stories of physical activities/moments that empower, energize & keep you healthy, and how that activity/mindset translates into a feeling of accomplishment.

### Execution

- ▶ Promote on-air, nbc.com, nowpropelled.com, print partner publication, social networking sites and related synergies as outlined.
- ▶ Essays vetted by NBCU and Propel. Judged by talent featured in campaign spots.



# Essay Program

## What Propels the WINNING ESSAY?

### Winner receives:

- ▶ Feel Good In A Whole New Way Adventure with three girlfriends.

Winner chooses invigorating vacation adventure:

- Diamond Head Volcano Hoofin' It Hike (O'ahu, HI)
  - Empowering The Waves Escapade Surf Lessons (Malibu, CA)
  - Bike Your Behind Off (Moab, UT)
  - Snorkeling Sensation (Lover's Cove, Catalina Island, CA)
- ▶ Propel Product Pack.
  - ▶ Essay printed in partner publication.
  - ▶ Subscription to partner publication.
  - ▶ Winner featured in proof-of-performance spot.

### Top 5 Finalists Receive:

- ▶ Subscription to partner publication.
- ▶ Propel Product Pack.

Winner and finalist essays posted on [nbc.com](http://nbc.com) and [nowpropelled.com](http://nowpropelled.com).



# Magazine Partner

- ▶ Magazine partner that celebrates physical activity (i.e., Shape, Women's Health, Self)
  - Provide additional Propel exposure via feature articles focused on the role of physical activity in a woman's life (how it's changed, what it looks like nowadays), proper hydration (relate to specific activities), how vitamins & antioxidants can enhance and energize your whole day.
  - Talent interviews (also in on-going press health, wellness and female targeted publications)
  - Essay program mention
  - Campaign Ad Placement







- ▶ Propel branded essay program.
- ▶ Custom spots and brand commercials. (Fan It: vote for favorite spot)
- ▶ Propel exposure via flash banners/expandable media banners.
- ▶ Online episodes include custom spots before viewing.
- ▶ Music Video Interstitial.
- ▶ Campaign-themed Interactive Games: (examples)
  - ▶ 30 Rock – Feel Good In A Whole New Way with Tina’s Assessment Test.
  - ▶ Parenthood – (target Mom’s) Replace This with That.
- ▶ Replenish, Energize & Protect Today Texts–sign up to receive daily motivation from Propel and share it with your friends.
- ▶ The Propel Experience–link to learn more about how Propel can Replenish, Energize and Protect you throughout the day.





# PR Stunt–Campaign Kick Off

## 30 Rockefeller Plaza

- ▶ Today Show–in studio Dr. Nancy Snyderman (see p. 11) segment throws to –
- ▶ Remote on Plaza with NBC talent performing activity, discussing campaign/essay program with Meredith Vieira.
- ▶ What Propels YOU? crowd sign.
- ▶ Jennifer Hudson performs theme song.
- ▶ National & local press op.
- ▶ Booths–NBC, Propel, Magazine partner, local affiliate.

## Universal Studios CityWalk

- ▶ LA Remote–Al Roker and NBC talent.
- ▶ Activities at venues:
  - Rock climbing wall, virtual hiking, ice skating, jump rope, health analysis, etc.
- ▶ Guerilla marketing–Propel Proposition Pass, NBC Experience/Universal Studios stores voucher, custom earbud headphones.
- ▶ Onsite registration to win IPOD and enter essay program.
- ▶ Video loop–spots, music video.
- ▶ DJ spinning heart-pumping tunes.



# OOH & Digital Platforms

## Marketplace Exposure

- ▶ iVillage – weekly feature on specific physical activity, water consumption factoids, a link to spots, music video, essay program entry.
- ▶ Social Networking–NBC talent postings on how she is feeling good/recharging today. Each week features a message from different actress, along with a link to custom spots, music video, essay entry.
- ▶ NBC Everywhere OOH platform – custom spots, ads, music video.
- ▶ On Demand: custom spots before episode viewing.
- ▶ MSO Cooperative: exclusive content in exchange for bill-stuffer inclusion.
- ▶ Wild postings/in-window/clear focus/floor decals in urban areas, beaches, Propel retail locations (coffee/tea shops), malls, health & beauty retailers.
- ▶ 2D barcodes Top 10 market outdoor ads – NBC Propel microsite, essay entry & more.



# News / Talk / Variety

- ▶ Today Show, Dr. Nancy Snyderman
  - Segment with magazine partner health expert to kick off campaign by demonstrating how women can incorporate physical activity into every part of their life, proper hydration and the revealing role of vitamins & antioxidants. (incorporated into PR Stunt on p.9)
- ▶ Kathie Lee & Hoda on Today  
*Everyone Has a Story*
  - Highlight Feel Good In A Whole New Way essay program by featuring a few essay submissions (person on set or via Skype) during program flight dates.
- ▶ Late Night with Jimmy Fallon
  - Featured NBC talent performing stunt with Jimmy.  
(i.e., Can you drink a bottle of Propel while running on a treadmill without spilling it? Or how many bottles of Propel can you sink through a basketball hoop in :60 while answering trivia questions about water, vitamins and antioxidants?)



# Synergies

- ▶ Universal Sheraton LA / Universal Orlando® Resort
  - Upon check-in receive a “Feel Good” card redeemable for a complimentary bottle of Propel at studio store & free wifi service, along with an invitation to enter campaign essay program.
  - Customized room keys.
- ▶ Regal theatres inclusion of custom spots.
- ▶ Tailored POP floor display in NBC Experience Store NYC, Universal Studios Store LA & Orlando promoting campaign, essay program and a takeaway card (tips for feeling good, being active, how to get started, incorporating Propel into your regime to REP). Customized neck tags on Propel bottles.



# NBC Affiliate Marketing

- ▶ NBC Affiliate/Propel events in top 10 markets.
  - Local affiliate sales event to cross-promote network campaign (sponsored by Propel and local retailer).
  - Event coordinated by affiliate to provide viewers a chance *to “feel good in a whole new way with Propel and KNBC.”*
  - Record local answers to What Propels YOU? to pepper throughout local newscasts, sponsor tag to air during local commercial time.
  - Live news remotes.
  - Kiosk for online essay entries.
  - Magazine partner visibility (subscription opportunity).
  - Cross promote event on affiliate on-air and throughout local news.
- ▶ Provide NBC/Propel custom spot for additional exposure (possibly tag with local retailer).



# Overview



**On-Air**

- Custom spot
- Essay promo
- Propel brand ad
- Product placement episodes
- In show teaser
- Pod placement
- Music video
- On Demand
- Billboards, bug, snipe
- P.O.P. spot
- Affiliate on-air



**Print**

- Magazine Partner features on campaign and essay
- Campaign ad placement
- On-going press in health, wellness, and female targeted publications



**Internet**

- Microsite entry (2D ads)
- Social networking sites
- Magazine partner website, NBC.com, affiliate website
- iVillage.com
- Health, wellness, professional & working Mom sites
- Rich media, flash banners throughout



**OOH**

- NBC Everywhere inclusion in gas stations, universities, taxis, supermarkets, and Times Square
- Wild postings/in-window/clear focus
- 2D barcode ads
- Guerilla Marketing
- MSO bill stuffer



**Synergy**

- Today show
- Kathie Lee & Hoda
- Late Night Jimmy Fallon
- Universal Sheraton/ Orlando Resort
- Regal theater
- POP displays
- Affiliate events
- PR stunt NY & LA

