

# Top Gear Voucher Seduces Readers

How Prime got great results using newspapers



BRAND:	Prime TV
CATEGORY:	Top Gear Season 12
AGENCY:	DraftFCB
MEDIA:	DraftFCB
TARGET AUDIENCE:	Women 18+
CAMPAIGN DATES:	W/c 9 <sup>th</sup> February 2009
MARKETING OBJECTIVE:	Reinvigorate viewership for Top Gear Season 12

## ROLE OF NEWSPAPERS

The launch of the new season was the day after Valentines Day; a special day heavily editorialized the week leading up to the occasion.

The creative concept of a Valentine's viewing voucher for ladies to give their men also lent itself perfectly to newspapers tangible nature. The cut out voucher was also a great way to get people to continue each week supporting the whole series versus just the launch episode.

Print was a vital part of the campaign with the voucher running in key Valentines Day gift guides and editorial. Papers used were SST, Herald on Sunday, NZ Herald (Viva), and Christchurch Press (Zest).

## RESULTS

Ratings to date are up on last season. This is impressive for a show into its 12<sup>th</sup> season and up against new season programming from other networks.

## WHAT THE CLIENT SAID

"Press allowed us to leverage the timings of Valentines Day in a tone very much in the humour of Top Gear by providing a 'priceless' gift for blokes, who lets face it, are often hard to buy for."

Rachel Leyland, Senior Planner/Buyer, DraftFCB



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