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MTV2 Sic'Emation Case Study

Challenge

Following up on our successful promotional campaigns for *The Andy Milonakis Show* & *Wondershowzen* in 2006, to conceive & execute a custom, national promotional program highlighting the animated & subversive nature of the MTV2 *Sic'Emation* block.

Solution

Giant Step created a three-prong promotional program designed specifically to target and excite younger viewers attracted to subversive programming:

- Giant Step activated guerilla projection teams in Los Angeles & New York City to project a two-minute video reel featuring snippets of the upcoming programs on landmark buildings.
- Giant Step identified the five hottest comic book retailers in Los Angeles & New York City and activated bag stuffing programs, in-store placement of posters & in-store play of the DVD reel at each location.
- Giant Step activated street teams uniformed in MTV2 T-shirts to distribute *Sic'Emation* stickers in New York City, Los Angeles, Chicago, Philadelphia & Seattle on college campuses & high-profile youth destinations.

