

hawthoRNe | RuN this tour 1 of 2

Client: TNT – Hawthorne TV Show

- Summer 2010 promotional tour centered upon health and wellness
- Design, produce & execute mobile tour
- 36'x 8' trailer opened up into giant health and wellness stage and fitness studio
- Tour in Top 10 media markets
- Health & Fitness elements – free mini massages, 1-on-1 fitness sessions with certified personal trainers, free health screenings by the Red Cross, Wii Fit challenges and free fruit smoothies
- Green screen photo op linked to branded microsite for viewing, printing and sharing
- Promoted with local market radio
- Strategic partnerships with the National Red Cross, Jamba Juice, YMCA

Strategy

- Generate awareness and excitement around premier of Season 2 of *HawthoRNe*
- Re-engage African American women with 360-degree mobile tour and campaign centered upon health & wellness



thekerrygroup

INTERACT • INFLUENCE • ENGAGE

hawthoRNe | RuN this tour 2 of 2

Kerry Group Responsible For

- Design and development of Hawthorne trailer and displays
- Tour management
- Hiring, training and management of staff
- Post event analysis
- Design, implementation and management of digital components

Business Results

- 8% increase over 1st season with 3.9M viewers and 145,000 impressions

Elements Handled By Vendors

- Build-out of vehicles
- PR

