

lopez tonight 2.0 party bus tour 1 of 2

Client: TBS – *Lopez Tonight* TV Show

- 48' presence with stage and live entertainment
- Live stage, spectacular sound and light system, *Lopez Tonight* dancers and high energy entertainment onstage & online
- National tour kickoff: LA, *Fiesta Broadway*
- Toured 11 key TBS affiliate-driven markets
- Several interactives: video shout out booth, green screen photo op with George, gaming stations, dance contests, continuous main stage entertainment
- Impromptu stops to support multiple affiliate events along the way
- Heavily promoted in each market with local media, live radio remotes and social media channels
- Additional guerilla activities in key markets (i.e. Chicago, Miami) to bring party to the streets

Strategy

- Create 360° integrated marketing campaign to generate *Lopez Tonight* buzz & awareness
- Attract new & existing viewers by bringing the entertainment vibe to the street



- Connect with fans by distributing memorable and relevant premiums
- Utilize social media outlets to maintain and build online community
- Incorporate sponsors and affiliates in meaningful, measurable ways



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INTERACT • INFLUENCE • ENGAGE

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Aspects KG Responsible For

- Design and development of tour bus
- Tour management
- Hiring, training and management of field staff
- Post event analysis

Elements Handled By Vendors

- Build-out of vehicles
- PR

Business Results

Based upon information provided by TBS, the event was successful in maintaining existing viewers and attracting new viewers in the 11 media markets targeted, the event generated 615,700 and 50,300 touches.

