

The Barbarians

(a 2-night documentary on the History Channel)

Client Challenge

o Drive tune-in volume to this 2-night television documentary that showcased several of the famous barbarian tribes which ravaged villages and focused on the danger and violence associated with these nomadic warriors.

Impact of the Horizon Media Solution

- The show was a resounding success – it delivered a 2.7 HH rating, which tripled the network's primetime average at that time.

Our Approach

- We focused on attracting the younger male viewer, as we felt the overall barbaric program theme would resonate well with that audience.
- We developed a teaser strategy based on the tagline "The Barbarians Are Coming."

Our Solution

- We used heavy levels of national and local cable, network and local radio and select print titles including weeklies and four, one-page newspaper "caboose" inserts.
- We developed 3-D bulletins, featuring hundreds of protruding arrows, one in New York's Time Square and the other in Los Angeles' Sunset Strip.
- We created an interactive plan, using a mix of traditional and outside-the-box interactive opportunities, including wireless media and grassroots interactive marketing.