

# CASE STUDY: "Raleigh NBC Affiliate"

## Expertise Provided:

- Public relations
- Guerilla marketing
- Event planning

## Ellen Spotting in the Triangle



"Fitting perfectly with the new season's theme of the 'Ellen DeGeneres Show'—Where Will Ellen Be Next?—blast! PR created 'Ellen Spotting in the Triangle.'"



"'Flat Ellen' even went to an NC State football game!"



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### About NBC17

NBC17 is Raleigh's NBC affiliate station. Along with weather, traffic, sports and other news, NBC17 participates in community projects such as the "Tree of Lights" and a weekly news segment called "Triangle Wishes," which grants a wish to a deserving member of the community each week. NBC17 can be found online at [www.nbc17.com](http://www.nbc17.com).

### Situation

For the fall 2005 season, NBC17 moved "The Ellen DeGeneres Show" to 4 p.m. every weekday, putting her in direct competition with "Oprah." NBC17 enlisted blast! PR to promote the time change and reach out to the fans in order to keep ratings up for Ellen's talk show. Given the limited budget and the supplies—5000 Ellen t-shirts and two life-sized cardboard cut-outs of Ellen—blast! PR launched a guerilla PR campaign that succeeded in spreading excitement all over the Triangle!

### Solution

Fitting perfectly with the new season's theme of the "Ellen DeGeneres Show"—Where Will Ellen Be Next?—blast! PR created "Ellen Spotting in the Triangle." blast! PR pitched the idea to a targeted list of venues based on the specified demographic audience of "The Ellen DeGeneres Show"—women ages 25-45. To find this specific demographic, blast! PR focused outreach efforts on health clubs, grocery stores, salons and restaurants. We saw extremely positive feedback and eagerness to participate from all the venues we reached out to. In fact, due to high demand, blast! PR had to order an additional 2500 more t-shirts!

The promotion was not only a free t-shirt give-away and photo opportunity for fans

to have their picture taken with a cut-out of Ellen, but an entire two weeks of Ellen-related events and promotions all over Raleigh and the Surrounding Triangle area. Fans were prompted by on-air spots to visit a Web site that contained Ellen's schedule, links to view photos of fans and all of the Ellen-inspired activities planned by blast! PR and the participating venues. There was an organic food scavenger hunt at Whole Foods Market. "Disco DeGeneres" got a make-over at Crazy Combs Salon. There were "Flat Ellen" sandwiches and dance-a-thons; "Flat Ellen" even went to an NC State football game!

### Results

Everywhere that "Flat Ellen" went she was greeted with overwhelming enthusiasm and excitement. The 7500 t-shirts blast! PR gave out over the course of the two-week campaign will act as walking billboards, promoting Ellen's new time slot all season long, and the excitement we saw from the fans is an indication that "The Ellen DeGeneres Show" will thrive at its new time on NBC17.



[www.blastpr.com](http://www.blastpr.com) | 019.833.9975

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