



CASE STUDY

Client: TNT

Project: NBA All-Star Game 2010 / 2.0

Challenge:

For the sixth consecutive year, TNT and Fusion delivered the highly anticipated NBA All-Star radio promotion. The program is designed each year to drive viewership for the live telecast of the All-Star Game.

Solution:

Since the game was played at the largest venue to date, The Dallas Cowboy Stadium. Fusion decided it was time to enhance this promotion and further expand it's strength and reach in the local markets. So, Fusion incorporated a Digital component to compliment the existing on-air radio promotion. Fusion worked side by side with 16 radio stations to ensure the All-Star promotion was also promoted via Facebook and Twitter from the respective media partners. Not only did this add another dimension to the campaign, it was also a solution that combined traditional media with the surge of new media outlets. This new formula will play a key role in future network promotions. So, be on the look out!



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