

STEVE HARVEY TALK SHOW

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Challenge:

NBC needed a creative way to draw AAW viewers 25-54 to tune-in to the new Steve Harvey daytime talk show.

Situation Analysis:

NBC had a few obstacles to overcome when promoting. First talk show genre has a lot of competition among networks.

Solution:

WPE designed a multi-tiered urban salon campaign that tapped into the lifestyle and culture of the African-American female audience.

Tactics:

- Over 300,000 consumers reached through 1,200 beauty salons in 6 markets
- Generated excitement through distributing thousands of branded styling capes to salon owners and branded manicuring sets.

Results:

- The show posted a solid 1.5/4 in the metered market households. That was a 50% improvement of the time period vs last September and up 25% from its lead-in. Among women 18-34, Steve Harvey (0.9/5) was up 80% from last year.

Steve Harvey Talk Show

