

BRANDWEEK

Tools of the Trade

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English

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Cruise Line Tries the PBS Angle

Begging isn't what professors at Kellogg mean by guerrilla marketing, but **Norwegian Coastal Voyage** gets a nod for helping with soliciting. Of course, that was via a Public Broadcasting System pledge drive that had enough visibility and awareness to snag a target of niche travelers.

Norwegian born, single-name singer Sissel, whose style ranges from classic to pop, is most familiar to American audiences through the Titanic soundtrack. To stage a breakout in the U.S., her managers decided to strike a partnership with the older, affluent and culturally aware PBS audience. A St. Louis affiliate agreed, broadcast a concert special last March and offered pledge members tickets to a Sissel concert.

Other PBS affiliates wanted to duplicate the St. Louis fund raiser, so **Norwegian Coastal Voyage**, via its North American sales team, quickly came aboard as a sponsor. In December, Sissel hosted pledge drives, dangling concert tickets for her spring tour and cruise sweepstakes. NCV will have signage and salespeople at upcoming concert venues. The telecast also featured NCV in a music video, infomercial and testimonials by Sissel.

The promo got an incredible response and was a very successful pledge drive, said Gustavo Sagastume of PBS. NCV U.S. visibility is much higher now, said Rosalyn Gershell of NCV. And who knows, Sissel could be on the cusp of becoming a household name with this month's release of her All Good Things CD.

Mike Beirne

Program: NCV/Sissel PBS Pledge Drive

Marketer: **Norwegian Coastal Voyage**, New York

Agency: Two Hands Entertainment, New York (concert producer)

Key players: NCV: Rosalyn Gershell, president; THE: Jeff Rowland, partner

Golf Digest Hosts Shindig in Myrtle Beach

Nearly 40,000 golfers are expected to make their way to Myrtle Beach, S.C., April 21-24 for Golfapalooza. This

inaugural golf festival is the brainchild of Golf Digest magazine and Myrtle Beach Golf Holiday (a non-profit cooperative marketing organization for local golf courses and hotels).

Designed to be a mini-version of the PGA Show in Orlando, the partners got manufacturers, including TaylorMade, Wilson, Ping and MacGregor, to exhibit at multicourse facilities along Myrtle Beach's Grand Strand. Manufacturers will be on hand at area courses so consumers can

sample products. Anyone playing the courses that day will be able to choose from a wide array of clubs, said Golf Digests Nancy Weber.

The four-day event will showcase Myrtle Beach as a premier golf destination and provide golfers with a dream vacation. It will be like Spring Break for golfers . . . we want visitors to come back next year, said Weber.

Events feature club demos, skills exhibitions including putting competitions, teaching clinics from Golf Digest Schools instructors and custom club fitting. Gifts, daily prizes, and beverage from Jack Daniels (specifically its Gentleman Jack product) and Michelob Ultra will be included.

Were trying to help enhance the experience on and off the course by marrying the destination with the leading equipment manufacturers, said Weber. Naturally, the event also will be played up in the pages of Golf Digest. Kenneth Hein
Program: Golfapalooza

Marketer: Golf Digest Companies, New York

Agency: Brandon Advertising, Myrtle Beach, S.C.

Key players: GD: Nancy Weber, svp-marketing and creative services; Brandon: John Rusher, vp Battle For Market Share at Spring Break

The old saying, If you cant beat em, join em, could apply to marketers wooing cynical Gen Y consumers who are immune to advertising. Many, looking to break through the chatter, are hoping to be seen as a partner in crime of sorts as a source of fun and frivolity during play times like spring break.

Paramount is one marketer that has conjured up one of the more interactive efforts which started last week at the popular Panama City Beach, Fla., vacation spot, facilitated by the PCB Convention Bureau, and its marketing and promotions agency, AMP. Its 360 Youth unit will support via its college newspapers network. To promote the DVD version of the movie, School of Rock, Paramount Home Entertainment is targeting students with garage bands (and their groupies), with a daily battle of the bands and karaoke contest, taking place on a fairly elaborate beachfront stage.

There's also a comfortable tiki-styled beach hut to be used as a screening room for upcoming DVD releases. To look like a bar or hang out, the hut has guitars hanging on the walls, a pool table, jukebox, computers and arcade games.

The outside of the battle area boasts a huge Paramount logo atop its entrance, an embellishment that may or may not be appreciated. Other marketers at PCB include title sponsor Verizon, Hasbro and Panasonic. C.B.

Program: Spring break at Panama City Beach, Fla.

Marketer: Paramount Home Entertainment,