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AMERICA'S NEXT top model

Case Study

Situation Analysis

America's Next Top Model launched in May of 2003 on UPN as one of the first successful reality series to hit the air following MTV's *Real World*. As UPN and MPRM prepared for the Cycle Two premiere, the goal was to build additional buzz around the series and the brand following the Cycle One success. One challenge was that reality series were fairly new to the industry and mainstream television writers were hesitant to cover the show in the same way they traditionally covered scripted series.

Strategy

MPRM Communications worked closely with the UPN publicity team as well as 10x10 Productions to obtain all of the basic information on the model participants to create the first major press event for the series, which became an annual event because of its success. The pre-production press junket served as an opportunity to invite press to conduct individual interviews with all of the participants and judges to learn about the show and secure press coverage. The interviews were embargoed until the premiere, and we offered exclusive deals and first looks at certain aspects of the show in exchange for their participation in the press junket.

As we approached the premiere date we utilized the judges for strategic press including top-tier broadcast talk shows, national radio tours and syndicated print interviews. Once the cycle premiered, we were able to develop press opportunities surrounding the weekly eliminee within their hometowns for broadcast, radio and print interviews.

In addition to the mainstream press, we researched and identified websites who were fans of reality series and/or modeling, and provided them information on the show including photos, loglines and a chance to speak with the weekly eliminees one-on-one. This proved to be incredibly successful as the popularity of the show grew as fan sites were able to have information provided to them for their readers, and the interest in speaking to the models and the coverage run has grown cycle to cycle.

As the show continued to grow in popularity, we scheduled full press days for the weekly eliminee in Los Angeles following their elimination. We also outreached to niche markets when appropriate.

As the finale episode approached, we pitched the Winner to top-tier press in New York, as the Cycle Winner was brought in to New York for the Upfront presentation. MPRM used the opportunity to schedule press days including interviews and meet-and-greets. We worked closely with the sponsors including CoverGirl, Seventeen and Ford/Elite Models to media train the winner and runners-up and worked to incorporate the key sponsor messages into all media secured. Additionally, we threw a Finale red-carpet event. We screened the final episode under embargo for the press in attendance prior to the event, then facilitated a red-carpet with the judges, thirteen participants and additional talent.

Results

America's Next Top Model grew to become UPN's strongest rated series through the next five cycles prior to its transition to The CW. The Cycle Seven premiere on The CW September 2006 was the strongest rated premiere to date. We successfully transitioned *America's Next Top Model* from UPN to The CW, maintaining constant press coverage throughout every cycle. We are able to use the judges minimally once the cycle premieres. We have secured feature spreads and photo shoots in People, Us Weekly and In Touch, constant highlight coverage in top-tier print publications such as USA Today, Newsday and Los Angeles Times, and weekly national radio tours as well.