



5670 Wilshire Blvd. Ste. 2500  
Los Angeles, CA 90036  
tel 323.933.3399  
www.mprm.com



## Kevin Pollak's Vamped Out Case Study

### Situation Analysis

Babelgum is an integrated web and mobile video content platform free for users, supported by advertising, available on-demand to a global audience. Its international comedy business develops, produces, packages, programs, markets and distributes original series across its IPTV, fixed and mobile platforms. Babelgum Comedy collaborates with top celebrity talent and creators to provide professionally-produced, brand-friendly and smart comedy content. The channel also offers a unique platform for brands looking to engage in high-quality content by collaborating to create content that will resonate with the brand's target audience.

In 2010 Babelgum partnered with popular actor and comedienne Kevin Pollak for his original comedy Web series "Vamped Out," which also marked his directorial debut.

### Strategy

Amber J. Lawson, publisher for Babelgum Comedy, wanted to elevate Babelgum's comedy division with both trade and consumer press, positioning it as the ultimate home for "smart" Comedy that works with A-list talent and brands to create original multi-platform professionally produced content.

MPRM Communications recommended leveraging the new show announcement of Kevin Pollak's "Vamped Out" to garner attention from both entertainment business and mainstream press in order to raise awareness of the caliber of programming Babelgum Comedy offers as well as drive traffic to the series. MPRM would leverage Pollak's participation in the show and collaboration with Babelgum, since he was already a headliner in traditional media and comedy. In addition, he had also begun immersing himself in the Web culture with his online Streamy award-winning series, "Kevin Pollak's Chat Show."

MPRM targeted both entertainment business and consumer outlets, including genre and sci-fi bloggers. Pollak and Lawson both spoke to business press. During the week leading to the series' premiere on Babelgum, MPRM scheduled a blogger junket, inviting comedy, entertainment and Web series bloggers to meet with Kevin and participate in a Q&A.

MPRM also helped execute a celebrity premiere event during Web TV Week, where influencers in the Web and entertainment industry were invited to attend a screening of the entire series before it launched on Babelgum. Celebrities such as Matthew Perry, Topher Grace and Cheri Oteri filled the theatre that included press, content creators and fans of Pollak and Babelgum programming.

### **Results**

“Vamped Out” quickly became one of Babelgum’s most popular series to date, receiving coverage in outlets such as Hollywood Reporter, MediaPost, Los Angeles Times, Mashable, Tubefilter, WorldScreen News and Crave Online. “Vamped Out” also received rave reviews from top tier genre and sci-fi sites such as FearNet, Fangoria and Vampires.com. Due to the press junket and premiere, bloggers continued to follow the series and posted tune-in and clips each week that the series launched a new episode.

In addition, Pollak appeared on broadcast shows such as “Web Soup” and “Attack of the Show” on G4 and “Daily Habit” on Fuel TV.

Babelgum continues to announce new series and partnerships with leading celebrities and comedienne including Michael Showalter of *Wet Hot American Summer* fame. In addition, due to the success of its first season and a great collaboration with Pollak, Babelgum Comedy is picking up a second season of “Vamped Out.”