



experiential
ideations

brand activations

▶ case study

About Client



The popular crime investigation TV drama was being rebooted to Saturdays and Sundays at 11:35 p.m. on New York's WCBS.

www.cbs.com/shows/csi_ny/

Goals of Campaign

- Introduce New Yorkers to the CSI:NY TV show
- Drive viewership through brand awareness and education
- Target the general New York resident market

Highlights

- Replicate a crime scene in multiple high pedestrian traffic locations throughout Manhattan, including Times Square and SoHo
- Create a mock news crew with reporter and cameraman
- Brand ambassador actors serve as NY agents on assignment at the crime scene
- Mobile crime unit to display official cast and serve as photo backdrop
- Distribute CSI:NY promotional items
- Talk to city residents directly to excite them about the show and its new time slot

Results

- 197,000+ estimated field marketing team impressions
- 7,000 branded hats and flashlight keychains distributed to show's target demographic

About dio

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dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



Are you dying to watch CSI:NY?

A Little Mystery Builds Awareness for CSI:NY

The popular whodunit show starring Gary Sinise and Sela Ward ran for a successful nine seasons. When it moved to Saturdays and Sundays on NYC's CBS affiliate station, it was only fitting to promote the time slot change with a mock crime scene, which entailed a reporter, camera man and two detectives outfitted with the officially branded CSI:NY Weekends ball cap, wind breaker/pullover and 100% authentic NYPD CSI detective badge. Over the course of a four-day campaign and in high traffic areas of Times Square, SoHo, Rockefeller Center and subway stations in Manhattan, the team created virtual crime scenes via yellow caution tape and chalk body outlines. The mock news crew created a scene appearing alarmingly like a real news story was unraveling! A "Mobile Crime Lab" vehicle was always nearby, featuring the actual cast of CSI:NY and serving as a popular photo backdrop of the people we met. Standing cutouts of CSI:NY actors Gary Sinise and Melina Kanakaredes also added fun for the fans. The team talked to pedestrians, travelers by car and even tour bus visitors, promoting the CSI: NY Weekends and distributing branded hats and flashlight keychains.

The high energy of the crime scene brand ambassadors really helped to create a successful street team / PR stunt campaign.

Positive Feedback from Witnesses

The team recorded a bounty of positive feedback from their captive audience. When the premiums were starting to run low, the team only handed them to consumers who showed genuine interest in the promotion and who wanted a photo taken with the team. One excited bus of tourists and another large field trip of photo-hungry students were two fun highlights of the campaign. Another, Entertainment Tonight's popular lead anchor - Maria Menuonos - was in the midst of taping a show segment across the street, so the CSI:NY Weekends team decided to pay her and her team a visit by promoting the show, the promotion itself, grabbing pictures with the team, distributing CSI:NY Weekends keychain lights to the crew and musingly, watching Maria's hair & makeup team playfully tease her with the key chain lights off camera.

"This is such an awesome concept...it only seems right that CSI:NY is doing this. I love the show!"

// witness



For more campaign information, please visit <http://dioua.com/work/csi-ny/>.