

CASE STUDY: FRIDAY NIGHT LIGHTS

BRAND CHALLENGE

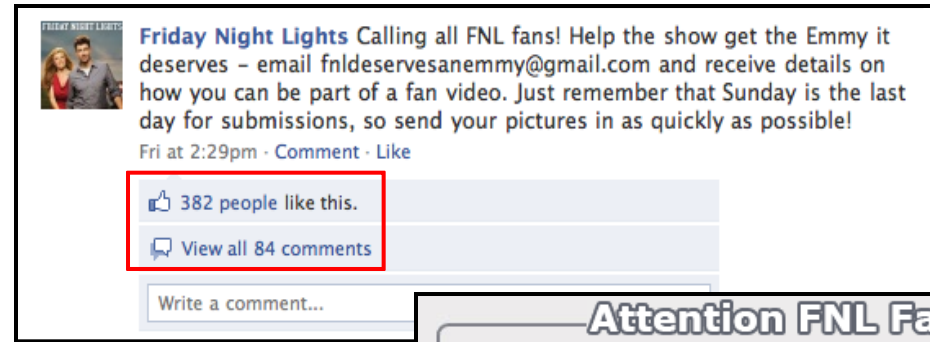
An Emmy is the highest honor in Television, but shows that are critical darlings with large audiences are the ones usually nominated. Friday Night Lights (FNL), long a critical and fan favorite, had the disadvantage of a very small audience. During the four years it was on, the show and stars were never nominated. For the fifth season, NBC decided to push FNL and its' stars in their 2010 Emmy consideration campaign.



CREATIVE SOLUTIONS

Mission Control pitched a concept that would use the fans to speak to the Emmy voters. Featured in a stop-motion video, Emmy voters would “meet” and “hear” from the people who loved the show. Each fan would hold a sign with copy on it, that when strung together would appeal to the Emmy body to consider the show and its’ two stars, Kyle Chandler and Connie Britton.

To get as many submissions as possible, MC wrote and oversaw all communication with the audience through the FB page, blogs and other avenues, including additional outreach to get fans to include their friends and family.



Friday Night Lights Calling all FNL fans! Help the show get the Emmy it deserves – email fndeservesanemmy@gmail.com and receive details on how you can be part of a fan video. Just remember that Sunday is the last day for submissions, so send your pictures in as quickly as possible!

Fri at 2:29pm · Comment · Like

382 people like this.

View all 84 comments

Write a comment...


Attention FNL Fans!

Help FNL get an Emmy nomination this year!
We need 1,000 fans to help us put together a video featuring you, the FNL fans! Send your email address to us at fndeservesanemmy@gmail.com. We'll send you exact details of what we need you to do. Thanks!

APRIL 23, 2010...6:30 PM

Help Get *Friday Night Lights* Nominated for an Emmy!

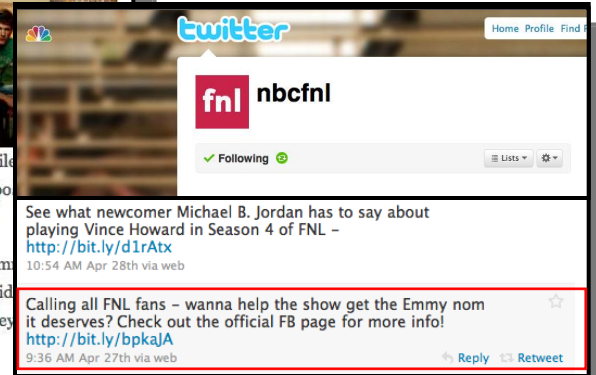
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You could help *Friday Night Lights* get nominated for an Emmy! While NBC airing the show just at the time when voters are thinking about pickups is actually a great move, the show still needs a little more help.

And now dedicated fans of the show can be part of the show's 2010 Emmy campaign! The show is looking for 1,000 fans to be part of a special video. All you have to do is send a e-mail to fndeservesanemmy@gmail.com and they will get back with all the details you need to know.

Read more about the campaign on its Facebook Event page:
<http://www.facebook.com/event.php?eid=110363409004207&index=1>
And log on to NBC.com for more info about the new season premiering Friday, May 7th on NBC!



See what newcomer Michael B. Jordan has to say about playing Vince Howard in Season 4 of FNL – <http://bit.ly/d1rAtx>
10:54 AM Apr 28th via web

Calling all FNL fans – wanna help the show get the Emmy nom it deserves? Check out the official FB page for more info!
<http://bit.ly/bpkajA>
9:36 AM Apr 27th via web

RESULTS

Nearly 1,000 fans sent in photos, allowing MC to create a tapestry of images beyond what NBC thought they would get. MC used multiple techniques to ensure the visual didn't become repetitive while watching. The video was featured on the front page of EW.com on the (Michael) Ausiello Files, who wrote that NBC and DirecTV (the shows producers) are "attempting to drive home this message to a seemingly immovable voting body with an Emmy campaign that is ambitious, creative, and, dare I say, moving."

Both Kyle and Connie were nominated.



Entertainment Weekly
"ambitious, creative, and moving"

EW.com
 ENTERTAINMENT WEEKLY

The Ausiello Files Exclusive TV news and scoop

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MAY 20 2010 04:20 PM ET

Exclusive first look: NBC launches 'Friday Night Lights' Emmy campaign
 by Michael Ausiello
 Categories: 2010 Emmy Awards, Ausiello TV, First Look, Friday Night Lights, Scoop

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Image Credit: Michael Heisser/NBC

Is this the year Emmy finally shows *Friday Night Lights* some freakin' love? It better be. Season 4 — paced by the gut-wrenching, and flawlessly acted, episode "The Son" — was a creative triumph. The show's producing partners, Universal Media Studios and DirecTV, are attempting to drive home this message to a seemingly immovable voting body with an Emmy campaign that is ambitious, creative, and, dare I say, moving. But don't take my word for it. One piece of the multi-pronged effort — a fan-inspired video — is embedded below for your viewing pleasure. Clear eyes, full hearts, can't lose!

EW Video

hey emmy voters