



## A&E THE GLADES LAUNCH

### What if we promoted a new TV series with...a book?

Needing an original drama series hit, A&E tasked Fathom with developing an innovative campaign to launch their newest drama franchise, *The Glades*. Our idea was to focus the marketing campaign on the show's compelling and quick-read pilot script, which we subsequently transformed into a crime genre book to appeal to the show's female-skewing demographic.

With *The Glades* script-to-book idea in place, Fathom forged a unique partnership with Barnes & Noble to help drive awareness for the series by doing what B&N does best – promoting books. The campaign included a *The Glades* branded end-cap display in 350 of B&N's top stores, an email initiative targeting three million B&N mystery/crime fans, inclusion in all B&N mail order packages and heavy promotion of the related eBook on BN.com.

After only one month of support, over 350,000 hard copies of *The Glades* were distributed and the eBook was downloaded more than 125,000 times – one of the most downloaded eBooks in BN.com's history.

Fifty-eight million consumer impressions, nearly half a million unique readers and a flurry of social media activity all laddered up to *The Glades* being the most-watched original drama premiere in A&E's history.

