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HLN Spectrum 2011: News Campaign

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CLIENT



WHERE PEOPLE TALK.™

OVERVIEW SPECTRUM | 2011: The Year in Color

We will create an interactive, online tool that organizes news stories of 2011 based on both their physical colors and the emotions evoked by certain colors (as outlined by psychological institutions). Users will be able to select a color from a spectrum and browse stories associated with their choice. (ie: Stories about health are green/blue).

CONTENT MUST-SEE

We are presenting a unique way for people to revisit stories of the year based primarily on their colors. By allowing people to discover stories based on a single color choice, users will enjoy browsing news headlines more, while simultaneously finding more unique stories of interest they would not have found otherwise. Since color is one of the first things a person recognizes when seeing something, this allows people to remember things more vividly. To add an extra dimension, the stories will be arranged by popularity, with varying levels of vibrancy based on interest.

We will also incorporate web banner ads asking people, "What's your color?" using a spot color visual and taking them to their selected news stories.

MUST-SHARE

Social networking will be integrated into this application, allowing users to "share their color" with their friends and followers. Twitter "hashtags" will also be created to help spread their discoveries, eg. "My news is orange! #HLNspectrum." There will also be opportunities to link their facebook accounts to the site so they can easily share things they find interesting.

Connecting their Twitter or Facebook account will allow users to add their current profile picture to the "HLN Spectrum Mosaic—" a large HLN icon comprised of all the photos people add. The HLN icon will retain its characteristic shape, but will now be made up of a spectrum, which will be derived from the photos added. Based on the color they select, their photo will be overlaid with a slight tint of that color and put into the corresponding area of the Mosaic. Colors can be shared on HLNtv.com using their already-established blog format.

MUST-WATCH

This will be a week-long program near the end of the year, where each night focuses on a different color of news. Anchors will devote a certain amount of time to the color of the day as it relates to their individual show.

TV advertising will rely on spot colors in a black and white world, where people will see one to three selected objects in color. This will spark their interest, resulting in their visitation to the program or website.

MUST-BUY

The intended sponsors would be companies such as Crayola, Epson, Sony, Kodak, HP, Toshiba, Samsung, or any company where color is the primary focus of their business. However, we will still allow spots for companies that don't fit this criteria. Liking, following, or tweeting may result in daily or weekly giveaways from the selected sponsors.

TARGET AUDIENCE

People interested in looking back at 2011 in a new way; based on the color of the stories they found interesting. This can be any range of ages, though the current majority of HLN viewers tend to be women interested in popular culture.