

A&E Challenge

TV/Print Campaign

Re-launching the famous A&E brand in the US as the home of real-life drama.

A&E are the fourth largest cable network in the States. In 2008 they asked us to help them refine the brand positioning and strategy and to create a break-through cross media brand campaign to re-launch the network.

The challenge was to take the network away from its perceived position as the 'Arts and Entertainment' channel and make it the home of 'Real life. Drama'.

We created a campaign based around the faces of the network making direct challenges to the audience. This heightened the connection between the brand and its most successful shows, provided a tone of voice and body language at a brand level for a network of disparate shows, and capitalized on the audience insight that people who love A&E are 'lean forward' people, who enjoy watching challenging TV.

The \$3m campaign was extremely successful, leading to the desired increased in ad-sales, growth in ratings and drop in median audience age.

