



Strategy: CMT Plotting The Mother Of All Mom-Focused Promos  
CMT joins General Motors, P&G, Unilever in use of influential demo.

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By T.L. Stanley

Country Music Television will tap into the influence and word-of-mouth prowess of "Alpha Moms" to promote a reality show premiering this week, *I Want to Look Like a High School Cheerleader Again*.

The eight-episode series, beginning Oct. 8, stars Jay Johnson, trainer for the Dallas Cowboys cheerleaders, who attempts to whip 10 women who had been high school cheerleaders back into shape. They will compete for \$50,000 and the opportunity to perform in front of a live audience. Johnson also stars in CMT's *Dallas Cowboys Cheerleaders: Making the Team II*, the cable channel's all-time highest-rated series.

According to marketing analysts, Alpha Moms are educated, tech-savvy, multitasking influencers in their homes and communities with money to spend. Among others, Procter & Gamble, General Motors, Unilever, Kimberly-Clark and Nintendo have used and targeted Alpha Moms in marketing efforts.

CMT expects the bulk of *Cheerleader* viewers will come from the Alpha Mom demo. To hype the show, a fleet of Alpha Moms in 20 markets will wrap their cars, vans or SUVs in *Cheerleader* signs and drive through their neighborhoods; chat the show up with their friends, neighbors and kids' play groups; write blogs; and hand out fliers and swag. Some will have added levels of outreach, such as bumper stickers or signs in their cars that read, "Honk if you want to look like a cheerleader again."

Markets being targeted include Atlanta, Baltimore, Las Vegas, Los Angeles, Philadelphia, Phoenix, San Antonio, Seattle; Louisville, Ky., Nashville, Tenn.; and Norfolk, Va.

The effort is being handled by Miles of Marketing, Livingston, N.J., which uses "street teams" comprised of work-at-home or stay-at-home Alpha Moms to promote efforts at the grassroots level. MOM has used its teams to promote record releases from James Blunt, Bon Jovi and Melissa Etheridge, and is discussing future projects with Nickelodeon and HarperCollins.

CMT, a division of Viacom's MTV Networks, New York, will promote the show on-air as well as on sister MTV channels. All the paid media will support the grassroots effort. Although spend was not disclosed, Miles of Marketing said the cost for a two-week promotion is between \$5,000 and \$15,000.

CMT has shown in the past that it likes these types of efforts, such as a million dollar sweepstakes for viewers who could pick the finalists in the Miss America Pageant.

"This is grass roots, it's viral and it's Alpha Mom," said James Hitchcock, svp-creative and marketing at CMT, Nashville, Tenn. "And it's so highly targeted. When I heard about [MOM], I thought, 'How could we not use it?' We have a gut feeling it'll work."

On the use of cars, vans and SUVs, "We're tailoring this to the medium," Hitchcock said. "If we didn't, we might as well have bought taxi tops."

"The car is a huge part of our lives," said Liza Lowenberg, owner of MOM. "We're constantly going to high-traffic areas like grocery stores, dry cleaners, gyms, schools, sports games." She said suburban moms drive 20-35 miles a day running errands and shuttling kids. Handouts also are key as Lowenberg said 75% of moms are more likely to try a new product if given a sample or coupon.

Before founding MOM this year Lowenberg, was an executive at Warner Bros. Records.