

M.O.M.'s biggest 'Cheerleader' for CMT Staff report

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Sixty stay-at-home moms in 21 markets hit the streets starting Monday for a two-week campaign to promote the CMT reality series "I Want to Look Like a High School Cheerleader Again."

Organized by the New Jersey-based marketing company Miles of Marketing (M.O.M), the campaign combines mobile advertising with word-of-mouth awareness. Street teams made up of suburban, stay-at-home moms, will advertise the CMT show on their cars and mini-vans, distribute flyers and premiums and blog about the series on relevant Web sites, CMT said. "Cheerleader" premieres this Saturday on CMT, a unit of Viacom's MTV Networks.

"'I Want to Look Like a High School Cheerleader Again' provides us with the perfect opportunity to target the ever-influential 'mom community' with a uniquely designed campaign that utilizes and employs the very audience we're trying to reach," said Andy Holeman, vp, consumer marketing for CMT.

The new series stars Dallas Cowboys Cheerleaders trainer Jay Johnson who, with his wife, Lin, attempts to whip 10 women back into high school cheerleading shape as they compete for \$50,000.