



Showtime

A Viacom Company

Deep Dish & Pizza

Situation:

While in the marketing department at Showtime we received a call from one of our new affiliates out in Longview, Washington. They weren't going to be able to launch the service on time as they couldn't get their downlink satellite dish up and working. The manufacturer, Scientific Atlanta, was unable to send out an engineer in time.

Strategy:

Although the Marketing Department had nothing to do with the engineering side of the business we wanted to find a way to solve Longview's problem, keep our launch date and in the process, create a do-it-yourself instructional video that would serve future affiliates who might encounter similar problems assembling their downlink dishes. Keeping our launch schedule was vital to the department's budget and success. We also saw this as a potential public relations opportunity. If handled properly, Scientific Atlanta, our affiliates and future affiliates would see that Showtime was willing to go the extra mile!

Obstacle:

Getting upper management to agree to an expenditure to solve a problem that was clearly the responsibility of another department if not another company.

Objectives:

- 1.To write a script that clearly outlined the procedure of assembling a 5 meter satellite dish
- 2.To present the material in a fun and easy to understand video
- 3.To get Scientific Atlanta and our engineering department to pay for some of the project
- 4.To do the project on a shoestring budget
- 5.To accomplish both the video and the dish build in time to keep the launch on schedule

Results:

Not only did we accomplish all our objectives the tape turned into a kind of cult classic because of its comedic style. Every new affiliate who bought a Scientific Atlanta dish received our instructional videotape. Our shoestring budget allowed for only pizzas for a week, so we nicknamed the production "Deep Dish & Pizza"!