

Boardwalk Empire Uber Partnership

Campaign Summary

The third season of HBO's *Boardwalk Empire* premiered in September 2012. To build excitement for the new season among existing fans and lure in a new audience, HBO partnered with the on-demand car service app Uber. In order to transport consumers back to the 1920s (when the show is set), HBO and Uber offered free rides in authentic vintage vehicles to New York City residents for two days.

Strategy and Execution

The target audience for this campaign was adults over the age of 25, with a heavy male skew. To participate, Uber members could sign into their accounts and hail a vintage vehicle by tapping a *Boardwalk Empire* icon. Featured cars included branded Rolls-Royces, Bentleys, and Cadillacs.

In addition, four 1920s vintage billboard cars drove through heavily trafficked areas of Manhattan to create buzz and garner more visibility. All the vintage cars contained iPads so that riders could watch recaps of past seasons of *Boardwalk Empire* and trailers for the new season.

The free rides were promoted on Facebook, Twitter, and Instagram. To further promote the rides, HBO offered select bloggers a chance to experience the cars.



Results

Over 2,500 New York residents requested rides in a vintage car during the two-day promotion. Overall, the campaign generated 7.9 million unique impressions. The third season of *Boardwalk Empire* premiered to 2.9 million total viewers, equaling the numbers of the season two premiere.

Source

"*Boardwalk Empire: Uber Partnership.*" 2013 MMA Smarties Submission, NA, Cross-Media Integration; 2013 MMA Smarties Submission, NA, Promotion. Brand: HBO. Lead Agency: HBO.