

SHOW MEDIA

presents a completion report for

Bravo

INTERIOR
THERAPY
WITH JEFF LEWIS

location

Various Hot Spots in New York City
Times Square | 30 Rock | SoHo | Meatpacking District | Union Square

date

March 10th - March 14th, 2012

goals

Deliver an engaging platform to drive mass awareness of Bravo's new show, *"Interior Therapy with Jeff Lewis"*

concepts

- 10 fully branded Interior Therapy Taxis
- Fully Branded Interiors, complete with custom in-vehicle video
- Free rides all around Manhattan
- Social Media integration with Twitter and Facebook
- Brand Ambassadors distributing Interior Therapy handouts



results

- Over 180 rides a day were given - that's 720 free rides!
- Numerous riders gave raving testimonials about the interiors
- Brand ambassadors distributed handouts to hundreds of people in the cars and on the street
- The taxis were featured on many blogs and even made the pages of US weekly

branded vehicles



branded vehicles



branded vehicles



branded vehicles



branded vehicles



brand ambassadors



brand ambassadors



brand ambassadors



brand ambassadors



brand ambassadors



interiors

aspen sky lodge

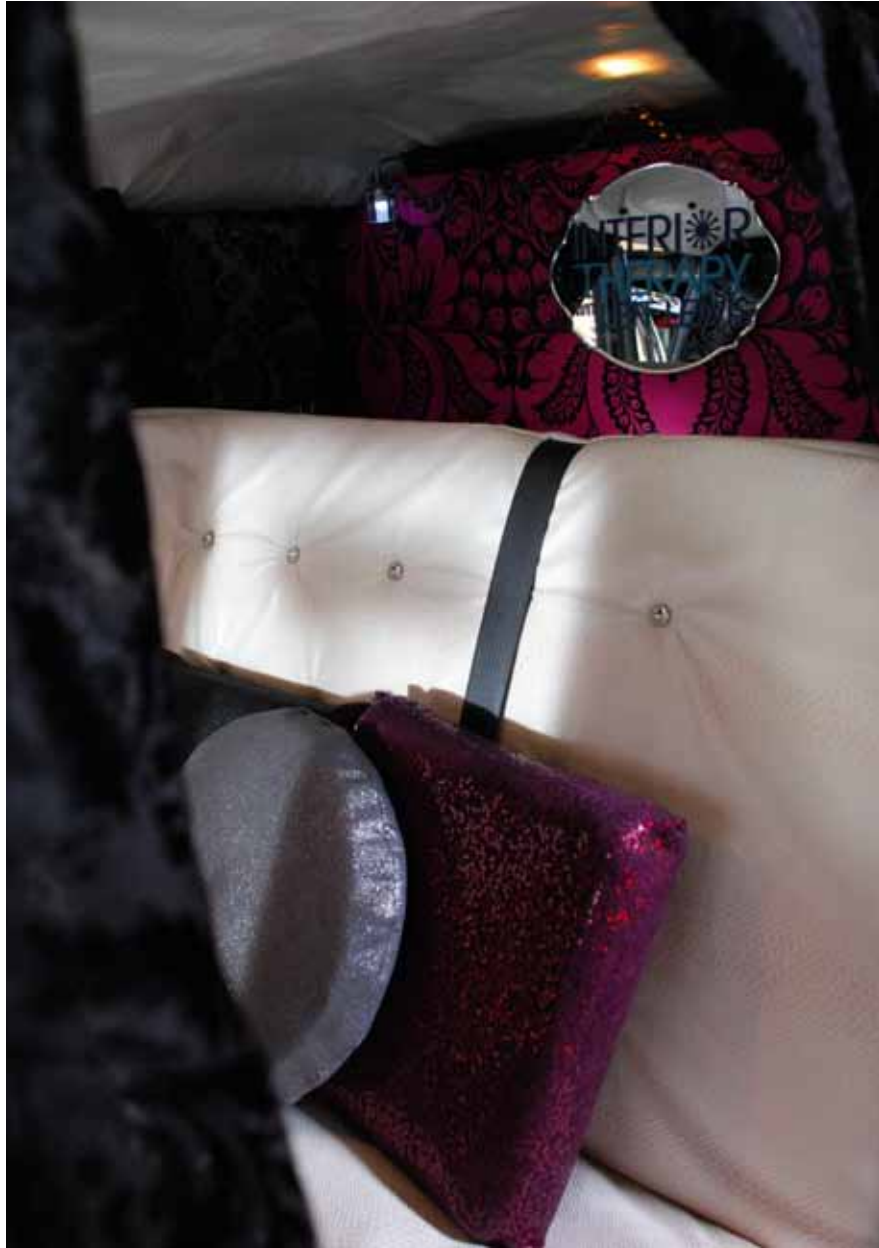


interiors

bohemian



interiors glam



interiors

60's mod



interiors

moroccan



satisfied riders



satisfied riders



social media

Tons of people updated their twitter and facebook about the free taxi rides. The cabs even made it in US Weekly



KristiSchroder Rosemarie matches our FREE taxi! Thank you for the relaxing ride bravo!! #InteriorTherapyTaxi <http://t.co/MY04WZMb>

4 days ago



JCottin Taxi branding. Free rides in pimped out cabs (inside too) promoting Bravo's Interior Therapy. <http://t.co/curhztNW>

4 days ago



cbmorrison I want a free ride on Jeff! #interiortherapytaxi #bravocool <http://t.co/MIYHA352>

5 days ago



SportaboutSarah I want #InteriorTherapyTaxi to drive me home tonight.

3 days ago



Shannon R. Henson Wow. this is a cab? Pimp my ride!

#InteriorTherapyTaxi NYC Takeover

"Moroccan" Design - Interior

Bringing that Jeff Lewis touch to the streets of NYC! 'Interior Therapy with Jeff Lewis' premieres Wednesday, March 14th @ 9/8c

4 days ago



erinjohnson36 Last day to catch a free ride in the #interiortherapytaxi :) Show premieres tonight at 9 on Bravo! <http://t.co/yooxI2cZ>

4 days ago



AliGennaro It's jeff lewis day at Bravo #interiortherapytaxi <http://t.co/zGJs8lCk>

5 days ago



CallieJane #interiortherapytaxi looks like a dream! We want in. Obviously. And Jeff's lips... @grshalan <http://t.co/4SFzvFZw>

5 days ago



CO_Colette Free taxi from @dell & @showmedialive thanks guys!! (coincidence..they also helped on #interiortherapytaxi!) #smallWorld #sxsw

5 days ago



Love_MorganS Love people doing nice things for others!! #interiortherapytaxi #goodkarma

4 days ago



JanineJuanita @aviv_revach party with aviv in the #interiortherapytaxi <http://t.co/Bhg16lNI>

4 days ago



crazykarafan #interiortherapytaxi <http://t.co/FxxTTiSh>

4 days ago



JessieLev Just spotted the free #interiortherapytaxi @Bravotv on 31st and park! #cool

4 days ago