

“The Triangle became the most successful series on SCI FI in 3 years.”

Cunning.

Client:
NBS SCI FI

Project:
Lost Socks



Challenge:

To generate audience and media interest in a new six-part mini series, *The Triangle*. The activity needed to take place over 10 States, encourage people to visit the website and enter a show-related competition. Our mission: To discover new media spaces and develop a surprising and humorous mechanic to gain attention.

Insight:

Playing on the show's tag line 'Nothing Stays Lost Forever', Cuning identified 'lost' as the key area to explore. From this, we built a campaign around the idea of lost socks – after all, what could be more mysterious and intriguing than this unexplained phenomenon?

Idea: Lost Socks

Cuning printed the show's details and web address on 150,000 individual socks, which were then left behind in laundrette drop-off bags and dryers.

To support this activity tens of thousands of 'Lost Sock' posters were placed in neighborhood delis and other grass-roots locations.

Results:

The 'Lost Socks' campaign reached millions of potential viewers, gaining extensive trade, online and mainstream media coverage, including a half page in the *Wall Street Journal*.

The Triangle also became the most successful series on NBC SCI FI since 2003.

Cuning.com

Cuning London.

192 St John Street. London. EC1V 4JY
T: +44 (0)20 7566 5300 | E: info@cuning.com

Cuning New York.

The Soho Building 110. Greene Street. Suite 1103. New York NY 10012
T: +1 212 219 1050 | E: infoNY@cuning.com

Cuning is a Carbon Neutral Company. Cuning is the trading name of Cuning Stunts Communications Limited.