I like that you’re promoting your sitcom! All three ads work well!

Your program also promotes Citibank (because of the field name, but you could extend that), so that might be an additional funding source. (You can extend it by including a Citibank executive as part of your show, and a Citibank ad as part of your campaign.)

TVRA 2616

Ad Campaign Proposal/Online Campaign

In the Citi

This proposed campaign will promote the new sitcom “In the Citi,” while also promoting the 2018 New York Mets season. The cross-promotion would effectively broaden the audience, as it would appeal to both Mets fans and sitcom fans. The use of Noah Syndergaard would serve as a familiar face on television for the advertisement, while David Wright would serve as a familiar voice on the radio advert. [I’m not sure how familiar Wright’s voice would be to the general radio audience. But his name is familiar, so it’s good you introduced him in the ad.]

This approach to the advertising would showcase what the sitcom brings fresh to the table of sitcom television. Rather than the usual family-oriented cast and setting, this setting features a group of known friends working under the same roof, with that roof being Citi Field. This setting is out of the ordinary, and having players who call the stadium home would certainly be effective for appealing to the audience of the advert.

As for the interactive online portion of the campaign, a website would be set up centered on the show. The home page would feature a bird’s eye view of Citi Field, with various graphics on certain parts of the stadium serving as hyperlinks to other pages under the same site.

-A graphic above home plate would open to a page giving a spoiler-free synopsis of the show, along with images and descriptions of main characters.

-Another graphic above the employee entrance gate would lead to a page containing the show’s trailer.

-A third graphic over the Citi Field outfield sign would redirect the user to the Mets website, where they can get a small discount on tickets for the 2018 season using a code already given to them.

- A fourth graphic above the Pepsi-Cola sign would redirect users to a site where they can cast a vote on which Mets player they’d want to see featured on a future episode, along with another vote on which exaggerated outfit they’d like to see a recurring supervisor character wear.

- A final graphic over the outfield would redirect users to the social media sites for the show, including a Facebook page and Instagram account, along with the available social media pages for the New York Mets.

- Add one for a Citibank app and a special offer for a bonus for new accounts.