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7.7 MILLION
KIDS, TWEENS AND TEENS
READ NICK MAGAZINE
EACH MONTH



OVER 20 MILLION UNITS OF
SPONGEBOB VIDEO GAMES
SOLD GLOBALLY TO DATE



Wanting to capitalize on the momentum of new initiatives that included the grand opening of a new theme park, cruise line and hotel while continuing to maintain the high standard of its television network, Nickelodeon partnered with Broadstreet to develop a communication strategy to design and deliver its annual Upfront presentation.

Broadstreet was the first company Nickelodeon entrusted with the entire event for its audience of media buyers and advertisers, and in so doing, afforded themselves much-needed breathing room to focus on the other marketing and communication projects associated with new ventures.

The event combined focused, on-brand messages with a blend of kid-friendly spectacle designed to dazzle and engage the crowd. A giant, 90-foot screen filled the stage of the Hammerstein Ballroom in New York City, providing the audience a preview of new programming along with interactive dancing and a live musical performance by Natasha Bedingfield. Nick executives delivered key messages, while A-list Nick talent and celebrities such as Amy Poehler and Christopher Meloni kept the crowd informed and entertained.

Following the successful event and positive press, Nickelodeon continues to turn to Broadstreet for all its critical marketing and communication needs, from M. Night Shyamalan's *Last Airbender* press announcement to speechwriting and media coaching for its C-suite executives.