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'Law & Order' spin-off shows get integrated push



Law & Order: Special Victims Unit: to air from September 1

Jules Grant, Brand Republic 07:00 26-08-2004

LONDON - The Hallmark Channel is running a national integrated campaign to support the UK premiere of police dramas 'Law & Order: Special Victims Unit' and 'Law & Order: Criminal Intent'.

Iris has developed the below-the-line work for the two shows, which are spin-offs from the popular 'Law & Order' series. The campaign includes a recruitment pack, that will test recipients to see if they are tough enough to join the New York police department.

The pack contains a pretzel and a coffee mug, together with the recruitment test on CD-Rom. The top recruit will be sent on a luxury trip to New York, where the 'Law & Order' shows are set.

Monique Daranyi, the UK marketing manager for the Hallmark Channel, said: "We are delighted to be working with Skin and Iris on the Law & Order double bill marketing campaign. They have both demonstrated an excellent understanding of our brief, objectives and target audience and the marketing campaign we have put together has the ideal tone and atmosphere for the two new series."

The campaign begins today and will run for three weeks to support the double bill, which airs from September 1. It is supported by TV advertising on Sky One, Sky Movies, UKGold, Discovery, ITV2 and GMTV.

Print work will appear in Radio Times, OK!, TV Times, TV Quick, What's on TV and We Love Telly. The TV advertising has been created by Skin Media, with media buying by BLM Media.

The Hallmark Channel will screen 'Law & Order: Special Victims Unit' and 'Law & Order: Criminal Intent' back to back from 9pm on weeknights.

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