

Ellen and GMC Acadia “Highway To Ellen”

February 2008: The road trip of a lifetime

- Viewers submitted entries to be cast for the road trip via a co-branded microsite on ellentv.com
- Four deserving viewers selected to meet Ellen on her show

Five Days on the Road

- Starting in New Orleans, a GMC Acadia was outfitted with cameras to capture the entire trip
- Photos, videos and blogs were uploaded to the microsite
- Ellen checks in with travelers on-air, with brand messaging woven into conversations (e.g. OnStar)

Multiplatform exposure

- On-air callouts and mentions, onscreen graphics
- Watch and Win contests on-air and online
- Microsite featured virtual tour of Acadia’s interior and exterior
- Online banners and a broad ellentv.com presence
- Prominent display within Ellen’s email newsletter
- Eight GMC Acadias given out: two at kickoff, four to road trip participants, “watch and win” grand prize, and in-studio game
- Ellen’s Live GMC Acadia commercial aired the following week

Results

- 250,000 active viewers submitted entries
- Add’l. live commercial exposure on YouTube and GMC.com



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