



# campaign summary: America's Next Top Model

**Client Name:** CW Networks  
**Campaign Name:** Americas Next Top Model



**Campaign Objective:**

OK Magazine used Adwalker® to promote America's Next Top Model for Catwalk Networks. Adwalkers® were positioned outside the Mercedes-Benz New York Fashion week's main fashion shows. They engaged with people attending the shows and exhibitions actively advertised the CW networks Americas Next Top Model.

The Adwalker® team distributed branded mirrors while their screens played the CW network. This created great excitement around the event.

**Campaign Location:**

Bryant Park, New York City

**Measurement:**

The team handed out over 1000 compacts within one and a half hours. There was an estimated 3000 impressions with 1100 interactions.

**Our Comments:**

A very successful campaign that gained momentum and excitement over the duration of the event. The fact that the Adwalkers® could interact and hand out samples at the same time was such a bonus and heightened peoples awareness for the brand.