

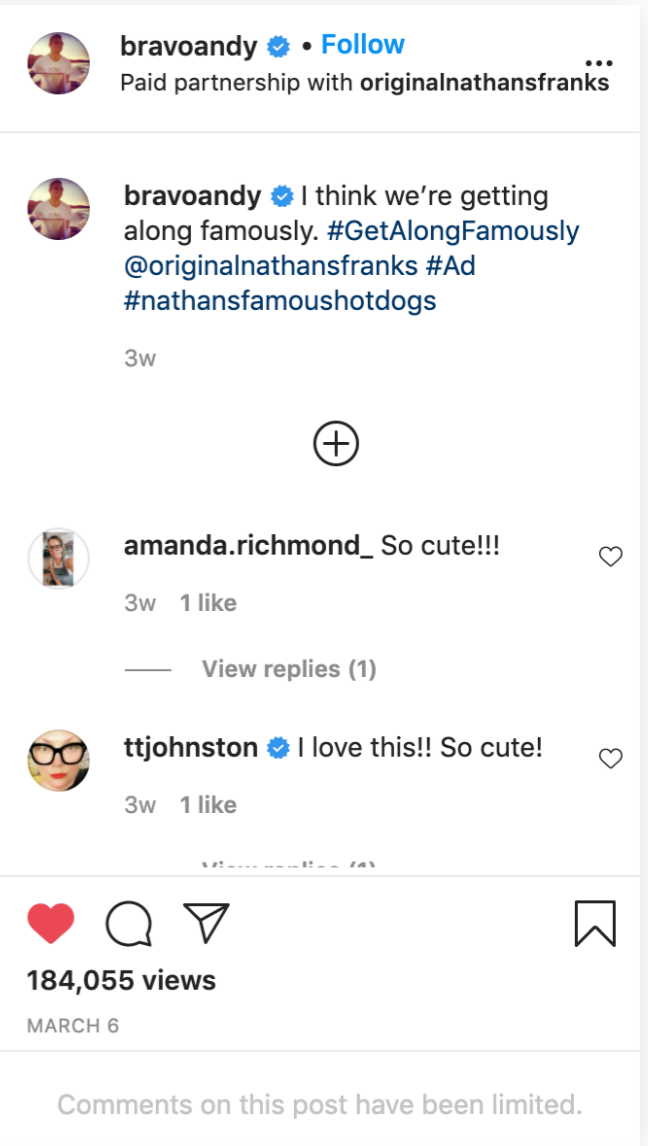
NATHAN'S FAMOUS

CASE STUDY



OVERVIEW

Nathan's Famous Hot Dogs teamed up with Talent Resources to secure Bravo superstar and executive producer of The Real Housewives franchise, Andy Cohen, to star in their "Get Along Famously" segment, a continuation of the brand's "Stranger Stand" digital content series. The campaign utilized Andy's incredible improvisational skills and his off-the-cuff charm to create eight unique vignettes showcasing how to bring people together over a classic Nathan's Famous Hot Dog. The hysterical one-minute shorts included scenes featuring high school cliques, bickering siblings, father and son, and more. Above and beyond the traditional earned media secured for the program, the campaign received an added burst of exposure as the commercials were amplified via Andy's social channels to millions of people along with the paid promotion through Youtube, Facebook, and Instagram.



CLICK HERE TO VIEW FULL VIDEO!



ADDITIONAL VIDEOS FROM THE CAMPAIGN

CLICK EACH THUMBNAIL TO VIEW



Stranger Stand with Andy Cohen: Like Father, Like Son



Stranger Stand with Andy Cohen: Sibling Rivalry



Stranger Stand with Andy Cohen: Gamer Headset

Stranger Stand with Andy Cohen: Bike Security



Stranger Stand with Andy Cohen: High School



Stranger Stand with Andy Cohen: Virtual Wedding



Stranger Stand with Andy Cohen: Dog Thoughts



Stranger Stand with Andy Cohen - Dogs love Franks!