



PlayNetwork Creates New In-Store Revenue Opportunities and Creative Strategy for Underground by Journeys



Products/Services

- Original Video Production
- Third-Party Advertising
- Creative Media Direction

Results

- Additional revenue stream
- Improved creative program of new acquisition
- New, original programming that resonates with customers

Vertical Industry

- Specialty Retail

Country/Region

- United States–National

Challenge

Bring into alignment the video creative programming and monetization of Underground by Journeys (formerly Underground Station) 140 locations.

Solution

As the trusted creative and advertising network partner for hip, youthful retailer Underground by Journeys, PlayNetwork:

- Developed an original, customized monthly video media program of high-impact, quick-paced content that appeals to Underground by Journeys youthful demographic.
- Program elements include high-energy music videos, exclusive artist promotions, and interview segments featuring popular and up-and-coming bands.
- Provided third-party advertising opportunities for the brand through lifestyle and action sports programming and branding spots.

Results

Improved Creative Opportunities – PlayNetwork’s long history of success in creative programming and advertising programs created a level of trust with Journeys that has allowed them to take on new brands with confidence that new creative and revenue opportunities can be replicated and maximized.

Cross-Brand Development – Extended the Journeys philosophy of fun, hip, high-energy music and action sports–fueled media content and implemented trusted processes for brand development and creative execution that has resonated with the new customer base.

Additional Revenue Streams – The original content and processes developed have made substantial business impact in designing a branded environment with third-party revenue opportunities for Underground Station.