



CLIENT: CHEECH & CHONG: LIGHT UP AMERICA & GET IT LEGAL TOURS

Type of Account: Entertainment/ Comedy Tour
Type of Media: Public Relations/ Social Media Campaign

In 2008, Cheech & Chong reunited for the Live Nation produced, LIGHT UP AMERICA Tour. This was the first time the iconic comedy duo had performed together in over 25 years. With the help of Integrated PR, Cheech & Chong proved that they could still sell out massive theaters, casinos and stadiums with their dedicated fans across the US, Canada and Australia.

In November 2009, they announced their 2010 North American follow-up tour, GET IT LEGAL, partnering with the Marijuana Policy Project (MPP) to promote policy change through laughter. Integrated PR was once again hired to launch a national campaign in addition to an online campaign to help raise awareness about the tour.

Responsibilities:

To secure print, radio and online interviews in touring markets, magazine interviews, national television appearances and industry trade placement. To create and manage a social media campaign in order to reestablish the Cheech & Chong brand, also to reach a wider fan base of younger followers, promote shows and upcoming projects and establish two-way communication with their fans.

Results:

The Cheech & Chong LIGHT UP AMERICA tour, proved to be successful, making Pollstar's Top 100 list for 2008-2009 with over 130 performances. Some of the highlights from this tour include a New York Times Arts & Entertainment front page feature, Rolling Stone Magazine, Newsweek article, Maxim Magazine Icon feature, Variety's Comedy Impact Report, Howard Stern radio interview, and national television appearances on Chelsea Lately and Extra. The success of this tour also prompted the Weinstein Company to film their performance in San Antonio, Texas to later be released as a feature film. In addition, TBS roasted the comedy duo for their national television network.

The GET IT LEGAL tour campaign launched with a New York press trip which included national television appearances on Geraldo at Large, Late Night w/ Jimmy Fallon, The O'Reilly Factor, America's Nightly Scoreboard on Fox Business Network, Reuters TV, ABC News Now, Sirius Satellite Radio Tour, Westwood One Radio Tour and interviews for AOL's Asylum and Autos. Other national television appearances secured include Lopez Tonight, Chelsea Lately, Extra, Fox & Friends and Late Night with Carson Daly.

In addition, a social media campaign was launched which included the creation & management of a Facebook fan page, MySpace page and a Twitter account. By posting interviews, links to upcoming events, engaging with fans and cross posting with various social media bookmarking sites, the Facebook fan page grew from 1,300 to over 183,000 fans in less than 2 weeks. In addition, contests were promoted via Twitter to win tickets to Cheech & Chong performances and their followers grew to over 1,800. This was also accomplished by engaging in conversation with George Lopez on Twitter, who encouraged his followers to follow Cheech & Chong.