

# THE BLADE LDD CREATIVE CASE STUDY

## .....THE VERDICT IS IN

### BACKGROUND

About 20 years ago, a Catholic nun was murdered in Toledo, OH. With no suspect to surface, the case was filed away with the "Cold Case" division of the Toledo Police Dept. Approximately two years ago, through the use of DNA testing, a suspect was found and indicted. The suspect, an active Catholic priest in the Toledo area for over 30 years, garnered national attention in the ensuing trial.

### COMPETITION

All media venues would be present to cover the trial. As it drew closer, a local talk radio host commented that his station would broadcast the verdict "live". He went on to chastise that the local paper, The Toledo Blade, on what would be their slow delivery of this significant piece of news. They stated, "The newspaper can only deliver the news a day after it happened."

### EXECUTION

Finally, the day the verdict was announced, all media personnel were summoned to the courtroom. As soon as the verdict was read, Lamar uploaded the "Guilty" creative to our system and within 9 minutes, our client, The Toledo Blade, was airing the verdict to the general public.



### CREATIVE STRATEGY

The client created both "Not Guilty" and "Guilty" art pieces. That way as soon as the verdict was read, we could display whichever one was correct.

### RESULTS

The Blade was ecstatic. Suddenly, through the use of outdoor, an outdated, slow moving media form had new life. A partnership has been created.