



AMC are an American media company, part of AMC Networks; they were originally American Movie Classics with a focus on classic film, but rebranded in 2009 with the slogan “Story Matters Here” and have produced some of the most successful of TV series, including ‘Mad Men’, ‘Breaking Bad’ and ‘The Walking Dead’.

They came into the deal on ‘Humans’ after Microsoft closed C4’s original partners X-box Studios.

### Marketing:

Task: look at the trailers, clips, articles and materials on pages 5-12 for “Persona Synthetics”. Summarise the digital and ‘guerrilla’ multi-channel marketing tactics which were used to promote the show.

Persona synthetics – Meet Sally (1’30”) Series 1

[https://www.youtube.com/watch?v=\\_94sQiXIPtE](https://www.youtube.com/watch?v=_94sQiXIPtE)

Persona Synthetics - Product Recall (1’00) Series 2 :

<https://www.youtube.com/watch?v=wvnrD3MHz4s>

C4 article <http://www.channel4.com/info/press/news/persona-synthetics-initiate-product-recall-for-return-of-c4s-humans>

### Regent street shopfront

<https://www.creativereview.co.uk/channel-4-excites-twitter-with-persona-synthetics-ads/>

- <https://www.youtube.com/watch?v=tOJLMCpINCo> Stop Motion – building the Regent Street Persona Synthetics store (0’58”)
- <https://www.youtube.com/watch?v=qMxNoVxIWA4> Campaign – Behind the scenes of the “Humans” campaign with James Walker, C4 Head of Marketing (2’29)








### eBay


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This listing is restricted to pre-approved buyers only. Email the seller to be placed on that pre-approved list.



More view images to view



Have one to sell? Sell it yourself

### Persona Synthetics New Generation Sally Synth

Condition: **New**  
Time left: 4d 20h (14 May 2015 11:00:00 GMT)

**£20,000.00** 0 bids

Enter your max bid

**Submit bid**

[Add to Watch list](#)
[Add to collection](#)

**New condition**
**Free postage**
**Located in United Kingdom**

Collect **5,000** seller points  
Get started | Conditions

Postage: **Free** Express Delivery | See details  
From location: London, United Kingdom  
From to: United Kingdom

Delivery: Estimated by **Mon, 18 May** ©


Payments: **PayPal** Powered by PayPal | See payment information

Seller information  
personasynthetics (3)


Follow this seller

Visit Shop: [Persona Synthetics](#)  
See other items


Buy a laptop from **MillRace IT** and support InterAct's work with disabled and disadvantaged people



This listing is restricted to pre-approved buyers only. Email the seller to be placed on that pre-approved list.



More view images to view



Have one to sell? Sell it yourself

### Persona Synthetics New Generation Charlie Synth

Condition: **New**  
Time left: 2d 20h (14 May 2015 10:15:00 GMT)

**£20,000.00** 0 bids

Enter your max bid

**Submit bid**

[Add to Watch list](#)
[Add to collection](#)

**New condition**
**Free postage**
**Located in United Kingdom**

Collect **5,000** seller points  
Get started | Conditions

Postage: **Free** Express Delivery | See details  
From location: London, United Kingdom  
From to: United Kingdom

Delivery: Estimated by **Fri, 15 May** ©


Payments: **PayPal** Powered by PayPal | See payment information

Seller information  
personasynthetics (3)

Follow this seller

Visit Shop: [Persona Synthetics](#)  
See other items

Experience the **NEWGENERATION** synthetic human



**PERSONA SYNTHETICS**

[Go to Auction](#)

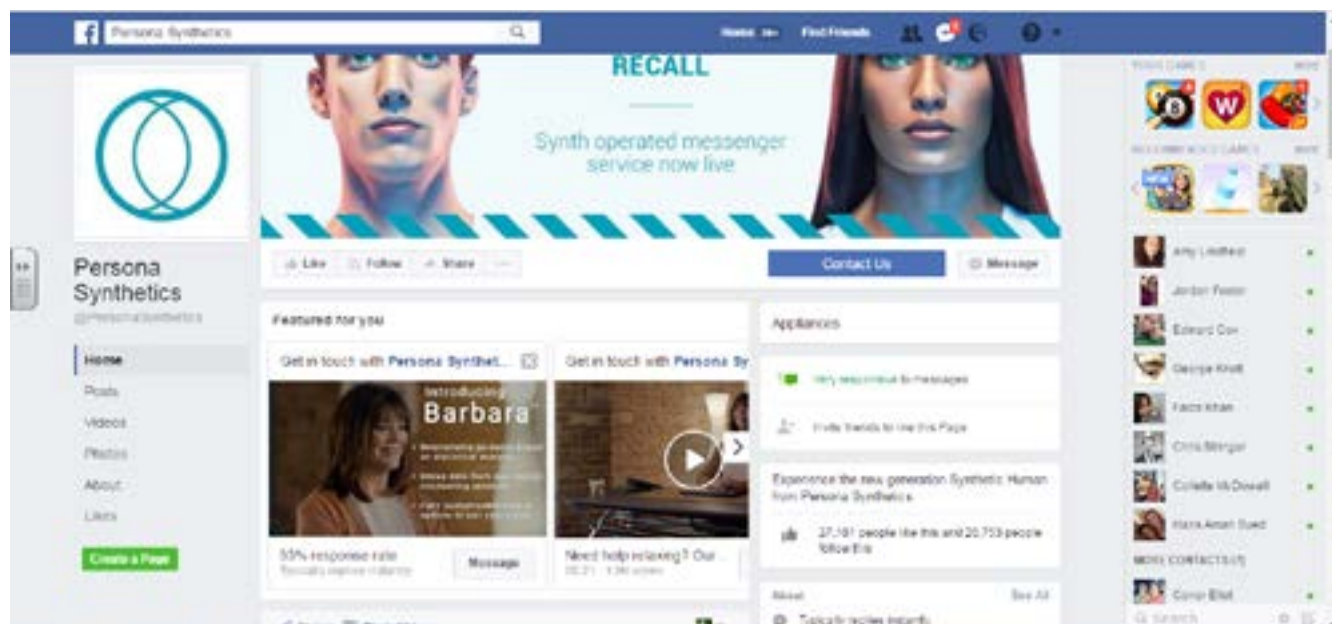


Twitter – Social Media





## Facebook – Social Media



Your Synthetic Human requires immediate recalibration.

Please remain calm. A team of approved service engineers will be dispatched to your location.

approved service

I'm sorry, I seem to be experiencing

an unusual system fault. Please remain calm.

### Options

Manage Messages

Leave feedback

Search in Conversation

Mute Notifications

Facebook Page

<https://facebook.com/PersonaSynthetics/>



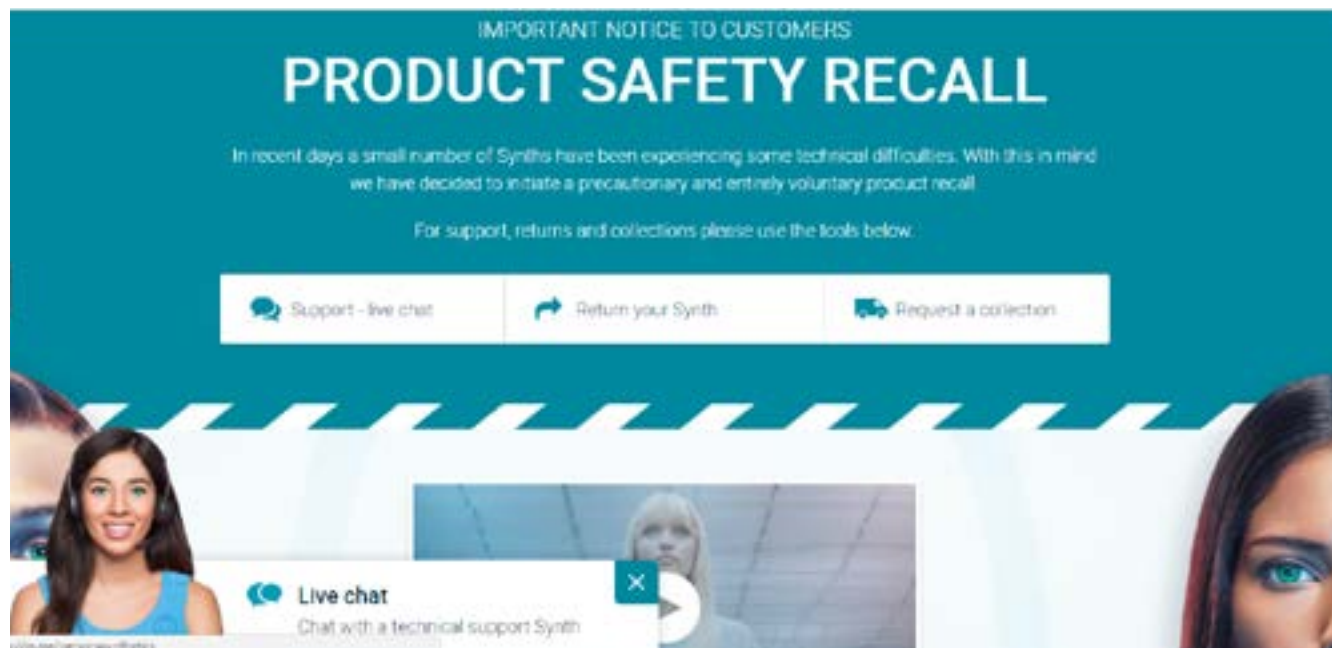
## Series 2- vans sent to pick up malfunctioning synths

<https://www.creativereview.co.uk/channel-4s-humans-returns-clever-advertising-campaign/>



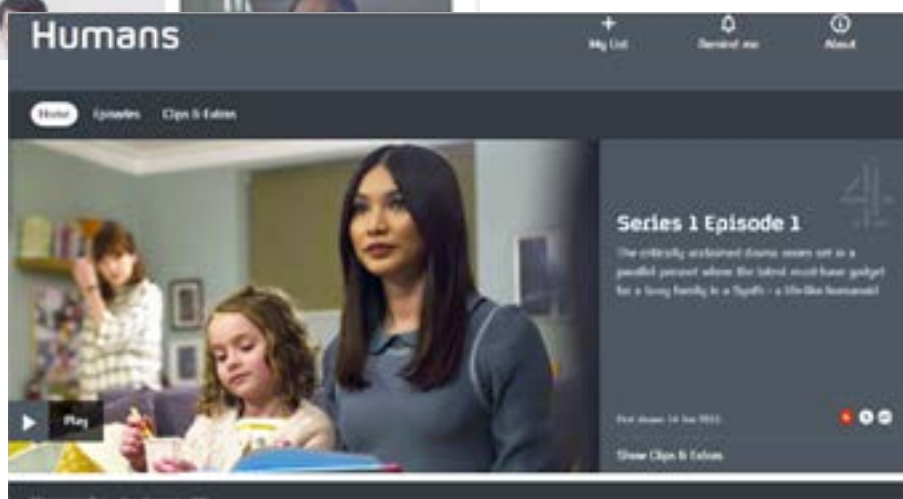
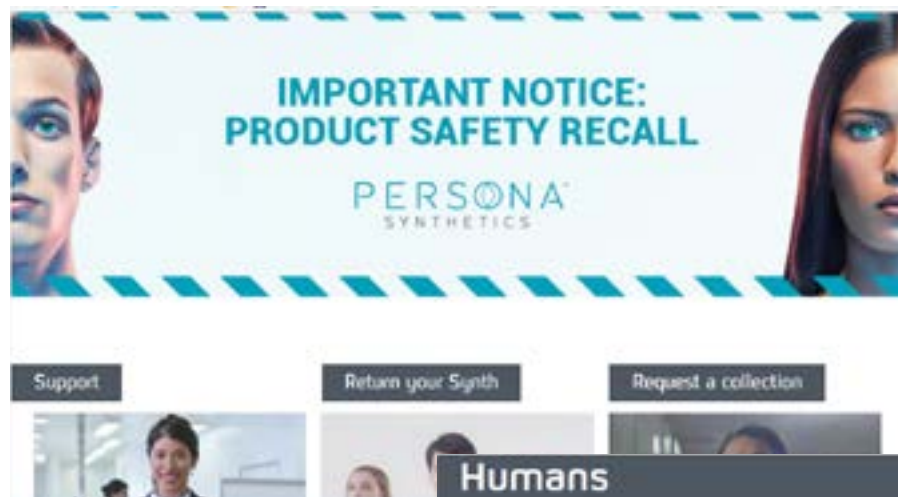


<http://www.personasynthetics.com>



C4 'humans' website

<http://www.channel4.com/programmes/humans>





## Baudrillard & hyperreality

- Consider how the marketing campaign for Persona Synthetics creates a hyperreality which overlaps with our own world
- The company is itself a simulacrum – a post-modern “copy of a copy”, just as the synths themselves are copies of constructed representations of humans.
- The programme itself is a self-reflexive comment on the attractions of the artificial “perfection” of mediated, constructed images and representations over often-flawed reality.

Task : Write a “Perfect Paragraph” on this with examples from the marketing campaign.

## Conventional marketing:C4 trailers and Press packs series 1 & 2

Look at the conventional marketing materials. What are they selling about “Humans”, and how does this target specific audiences?

Trailer C4 Series 1 <https://www.youtube.com/watch?v=HU4mwlTUXnc>

<http://www.channel4.com/info/press/press-packs/humans-press-pack>

Trailer C4 series 2 <https://www.youtube.com/watch?v=Dtfqtlzwnko>

<http://www.channel4.com/info/press/programme-information/humans-series-2>

## Conventional marketing: C4 Ads









## AMC ads

Series 1 : aMC featurette (4'18") <https://www.youtube.com/watch?v=aaz4sxwicmk>





<http://www.amc.com/shows/humans>



## Uk Promotion and Publicity

### Series 1

Alan Carr: Chatty Man – Interview with cast (6')

- <https://www.youtube.com/watch?v=WvLYBgfYJ1o>

Channel 4's Humans Q&A with Gemma Chan, Katherine Parkinson and Tom Goodman-Hill | BFI (23') 2015

<https://www.youtube.com/watch?v=Ao7XKdajsx4>

### Series 2

Scott Mills BBC Radio 1 2016 (12'36)

- <https://www.youtube.com/watch?v=VX6m3t2t0zA>

Channel 4's Humans Panel at MCM London Comic Con (Oct 2016) (29')

<https://www.youtube.com/watch?v=0Q2CiaHB3v4>

Humans: Cast & Creators On Season 2, Character Dynamics & More At NYCC 2016 | Entertainment Weekly

<https://www.youtube.com/watch?v=rF0uzBAwLIE>



Listings mag coverage

