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### UFO UpSate: IUFO: (Fwd) '3rd Rock' Goes 3-D

From: "Steve Wingate" <stevev@world.std.com>  
Date: Sat, 14 Dec 1996 16:24:53 -0800  
Fwd Date: Sun, 15 Dec 1996 13:26:19 -0500  
Subject: UFO UpSate: IUFO: (Fwd) '3rd Rock' Goes 3-D

(UFOs go commercial \$\$\$ --SW)

'3rd Rock' Goes 3-D  
By Gary Levin

NEW YORK (Variety) - NBC plans a 3-D season finale for ``3rd Rock From the Sun'' during the May sweeps, and the Coca-Cola Co. will distribute more than 15 million pairs of glasses to viewers.

In what's touted as the first live-action network sitcom to employ the technique (The Simpsons tried it a few years back), portions of the 3rd Rock episode will transport the series' transplanted al iens to a 3-D netherworld, although no storyline has yet been developed.

There may be a mini-trend in the making, as ABC reportedly is eyeing its own May stunt week for 3-D episodes, according to a leaked memo from entertainment president Jamie Tarses.

Coca-Cola's Barq's root beer brand, which targets a similar young demo, will support the ``3rd Rock'' stunt with an estimated \$8 million to \$10 million promotion, putting glasses on bottles and six- packs, mounting a TV and print ad campaign and giving away three 1962 Ramblers, the aliens' Earth transport vehicle.

``It's a very original show, and we feel Barq's is a very original root beer,'' said a spokesman at Coca-Cola, which acquired the brand last year.

Barq's has tried wackier promos in the past, including a DNA match-and-win during O.J. Simpson's criminal trial. And Diet Coke sponsored a 3-D halftime show during the 1989 Super Bowl.

Reuters/Variety

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