

BT Super for Life

MAKING
SUPER
SIMPLE



In-Foyer Activation:

BT's in-foyer activation ran on Tuesday nights to reach cinemagoers in a 'value' mindset.

Branded promotional staff invited moviegoers to select a green apple, including a peel and win sticker from an apple cart outside screens showing the BT Super For Life ad. The sticker revealed a mix of instant prizes including cash, cinema tickets and vouchers plus redirection to the website to a draw for a major cash prize.

The ad on screen reinforced the brand message which had been cryptically revealed on entry. After the movie session the promotional team was again on hand to distribute branded green apple USB's, pre-loaded with information on the campaign, links to the website and extras such as tips on super.

The activation successfully brought the on-screen campaign to life, engaged audiences and helped drive on-line traffic.



For more information contact your Val Morgan Cinema Network representative