

# cinemarketing activity

**HUMMER**  
LIKE NOTHING ELSE.™

## IS IT A CAR, IS IT A TRUCK – NO IT'S THE HUMMER H3

### Objective:

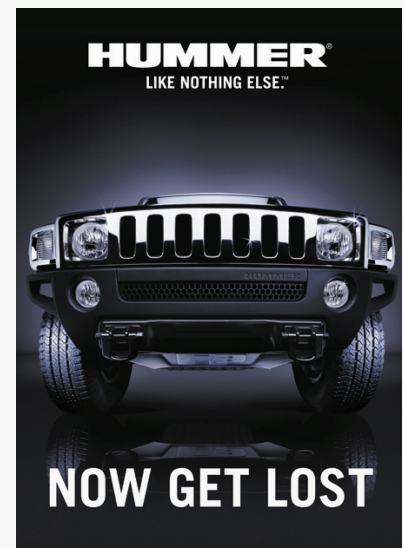
To introduce cinemagoers to the new Hummer H3 described as the ideal ticket for summer freedom and fun for those who work hard and play hard.

Having identified moviegoers as out of home, active, fun-loving individuals, cinema was selected as an integral part of the Australian launch of the 3 new Hummer models, H3, H3 Adventure and H3 Luxury.

### Promotional Activity:

To complement the on-screen advertising and extend the awareness of the campaign into the foyers, the irreverent “Now Get Lost” message featured prominently in the Admotion multi-image lightboxes located in selected cinema foyers across the country.

A Hummer was also prominently displayed in a number of cinemas where foyer space and access, for a vehicle of this size, was possible. A drop box placed alongside a “Now Get Lost” free-standing poster was positioned close to the vehicle display, where cinemagoers were invited to submit their comments on a postcard for data capture purposes and the opportunity to be selected to test drive the Hummer.



### Result:

The “Now Get Lost” catchline, captured the imagination of the cinemagoers who were also keen to provide their comments on the vehicle, illustrated by the fact that the postcards had to be replenished on a daily basis.



For more information contact your Val Morgan Cinema Network representative