

# Channel 10 Supernatural cinemarketing activity

Channel 10 ran a cinema campaign to promote the launch of Supernatural during the summer peak box-office season.

The on-screen commercial was supported by an innovative cinemarketing campaign consisting of the live appearance of an apparition at key cinema venues.



## Objectives:

To promote the launch of Supernatural to the core audience of 16 to 39 year olds and secondary audience of 25 to 54 year olds.



## Promotional Activity:

Ten ran a heavy cinema campaign for Supernatural consisting of a 60 second ad complemented at selected venues with a live performance by an actor, dressed as an apparition, prior to the film. The ghost like presence stood eerily at the cinema entrance as patrons arrived and remained in the cinema auditorium for the duration of the pre-show program. The actor left after the Supernatural ad screened and reappeared at the exit doors after the movie to distribute DVD samples of the series to patrons.



## Results:

The integrated campaign was a great success and raised interest in the new series amongst the target audience.

Robyn Stubbs, head of marketing at Network Ten, said Ten's core audience is much more mobile during the summer months with the cinema promotions an important part of Ten's marketing activity. "We wanted to make a more meaningful connection with the audience, rather than just run straight cinema ads," she said. "And they seemed to have worked a treat, given the ratings."

