

# V8 Supercars

valmorgan

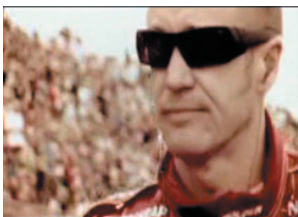
cinema  
network

## cinemarketing activity

V8 Supercars ran an extensive integrated cinema campaign to drive attendance and viewership of V8 Supercar racing. The campaign promoted the V8 Supercar events to a broad audience and recreated the spectacle, drama, skill and action in a captive environment.



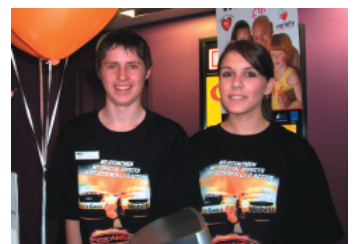
The campaign was launched with red carpet celebrity movie premieres in Sydney, Melbourne and Brisbane where the 90 second screen commercials were revealed for the first time.



The on-screen commercials were complemented with V8 Supercar ads in Cinelights and Admotion multi image lightboxes and unique branded candy bar trays with free V8 Supercar DVDs were introduced in cinemas across the Eastern Seaboard. These were distributed over a 3 week period and given to families purchasing a drink and popcorn combo from the candy bar.



In-foyer displays were also constructed in a number of cinemas with V8 Supercar T-Shirts available for staff and posters, ticket brochures and balloons provided for decoration purposes. Managers were also encouraged to add their own finishing touches.



The on-screen advertising and multi-faceted promotional activity enabled V8 Supercars to illustrate the excitement surrounding a V8 Supercars event and utilise touch points across many aspects of the cinema experience.

For more information contact your Val Morgan Cinema Network representative