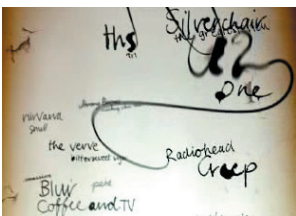
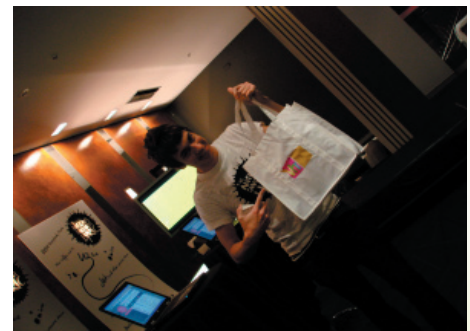
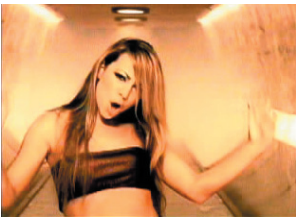


cinemarketing activity

VH1 launched an integrated cinema campaign combining on screen 'call to action' advertising with interactive foyer displays to promote their "Nation's Favourite Lyric" Competition.



Dedicated promotional areas were made available to VH1 in the foyers of selected cinemas. These areas were branded and equipped with plasma screens, showing a selection of the latest music videos, and laptop computers were available for cinemagoers to login to the VH1 website and vote on-line for their favourite lyric.



"The interactive foyer displays were a great way for us to be able to connect with our audience right after they had seen our ad and remind them of the campaign. We were able to offer the opportunity to vote on the spot or be filmed talking about their 'Favourite Lyric' – a great way for our viewers to interact with the channel and the campaign" says Annette Staglieno, Marketing Manager for MTV



"We have been very happy with the results and have had evidence via our website registration that the cinema advertising has had cut through."