

cinemarketing activity

Wyeth

Wyeth Australia selected the family film "Horton Hears a Who" to launch an integrated cinema campaign for their product S26 Gold, targeting mothers with young children who make up a large segment of the audience for family films.

To complement the screening of the S26 Gold cinema commercial during the Easter weekend launch of "Horton Hears a Who", branded promotional staff were positioned at the exits of selected cinemas in Sydney and Melbourne to hand out sample bags to their target market. The bags consisted of a Gold Toddler sample stick pack, 1 Yummy Scrummy Recipe Booklet, 1 S26 Gold Toddler Biofactors leaflet and a Careline magnet.



To further enhance the promotional opportunity presented by the film, Wyeth obtained approval from the film distributor, to feature visuals and information from the film on a special promotional page of their website. Also included on the page was a link to the movie trailer and information as to where and when sample sessions would take place at cinemas screening the S26 Gold ad.

NOW SHOWING IN CINEMAS

Dr. Seuss' Horton Hears A Who!
Rated G

An adaptation of Dr Seuss' 1954 children's book, "Horton Hears a Who" is about an imaginative elephant (Jim Carrey) who hears a cry for help coming from a tiny speck of dust floating through the air. Suspecting there may be life on that speck and despite a surrounding community that thinks he has lost his mind, Horton is determined to help. Steve Carell voices the mayor of Who-ville, a distinguished figure of a very small size, too small to be seen by the elephant's eyes.

ONLY IN CINEMAS MARCH 20

[Click here for a movie preview](#)

Including feature bonus S-26 GOLD Toddler ad*

Sampling of S-26 GOLD Toddler will be available during the Easter Holiday (21, 22, 23 and 24 of March) at the following cinemas[®].

<p>Sydney</p> <ul style="list-style-type: none"> - Bondi Junction Greater Union Cinema - Broadway Hoyts Cinema - Castle Hill Greater Union Cinema - Parrish Hoyts Cinema - Warringah Mall Hoyts 	<p>Melbourne</p> <ul style="list-style-type: none"> - Cheltenham Southland Cinema - Greenborough Hoyts Cinema - Highpoint City Hoyts - Northland Hoyts - South Yarra Jam Factory Village Cinema
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good for their heads, shoulders, knees and toes.

* Ads will screen at selected cinemas in metropolitan areas only. [®]Please check cinema timetable for session times. Sampling will occur at selected times only.



Feedback from the cinemagoers was extremely positive. Mothers appreciated the sample and the added value items in the sample bags and parents were keen to be educated about the brand and the formula in general. Overall the campaign increased awareness of the Wyeth S26 brand and its benefits for young children in a fun and engaging environment.

For more information contact your Val Morgan Cinema Network representative