

# YoGo Alley

## cinemarketing activity

YoGo ran an integrated cinema campaign to bring to life the on-line experience of visiting YoGo Alley, the YoGo website featuring richly interactive games.

The release of the new Pixar movie Cars in early June was an ideal opportunity for National Foods to target parents and children.



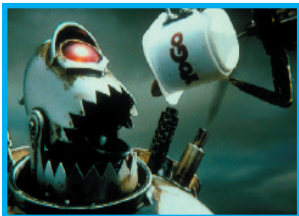
The 90 second "YoGo Yo versus Megabot" commercial was screened before Cars nationally, with key cinema locations in Melbourne housing a life size YoGo Alley in the foyer.



On arrival at the participating cinemas, kids were exposed to a real life streetscape from YoGo Alley which was divided into sections replicating the on-line environment.



Each section, The Site Office, The Dive Shop and the Steri-Yo-Disco, hosted an on-line game, which the kids were invited to play, with each participant being rewarded with a prize. The plasma screen outside the play rooms screened the 90 second YoGo commercial.



The promotion was supported by a competition on yogoalley.com.au with prizes of tickets to special YoGo Alley member screenings of Cars.



The integrated campaign proved hugely successful with participation exceeding expectations by over 200%.

