

Friday 28th September 2019

Val Morgan Group announces partnership with online media giant FANDOM

Val Morgan Group has today announced a first-of-its-kind, cross-platform partnership with the world’s largest entertainment fan site, FANDOM. The partnership reveals another piece of the overall Val Morgan strategy, with the group now offering digital publishing opportunities alongside its existing assets in cinema, out-of-home and custom publishing.

A fan-powered, fan-trusted source of entertainment, FANDOM is home to hundreds of millions of passionate users across the globe, providing a platform where they can explore, contribute to and celebrate the world of pop culture, including movies, gaming and television.

With more than 2.5 million users throughout Australia and New Zealand (Nielsen, 2018), Val Morgan will exclusively represent FANDOM in these markets, amplifying its online content onto the big screen and reciprocally offering cinema advertisers with the chance to reach an engaged, online audience. FANDOM uses authentic, compelling content to drive advertising strategy, which appeals to both its influential users as well as advertisers.

Dan Hill, CEO, Val Morgan Group commented, “We’re thrilled to announce our partnership with FANDOM – this is a very natural extension to our strategy of seamlessly connecting brands to the most passionate people. The partnership will offer clients both contextually relevant content and brand safe environments; which is key to agencies effectively executing their screen strategies”

Val Morgan providing both brand delivery on the big screen and performance solutions online via FANDOM is an exciting evolution for the group. It allows Val Morgan to now provide end-to-end, integrated media solutions for clients looking to reach valuable, passionate audiences on scale.

Val Morgan Group
valmorgan.com.au
valmorganoutdoor.com

The Val Morgan Group is Australia & New Zealand’s largest digital advertising network. Comprised of Val Morgan Cinema and VMO, the Val Morgan Group provides quality engagement for brands looking to connect with active consumers outside the home.

With the total network reaching 12 million consumers each week Val Morgan delivers targeted audiences at scale, providing brands a real solution to influence and impact active consumers.

Fandom
Fandom.com

FANDOM is a global entertainment destination driven by fan passion. The fan-trusted source in entertainment, FANDOM provides a home to discover, engage with, and celebrate the world of pop culture. Whether looking for in-depth information on favourite fandoms or what’s buzzing in entertainment, FANDOM has your pop culture curiosities covered through fan-expert knowledge, original multi-platform content and discussions.

FANDOM is available at fandom.com and at fans' fingertips through the FANDOM app on iOS and Android. FANDOM has a global audience of almost 200 million monthly uniques (Google Analytics, Quantcast, July 2018) and represents more than 400,000 communities

Walker Jacobs, COO, FANDOM adds, “FANDOM is excited to partner with Val Morgan. We have been incredibly impressed by Dan and the Val Morgan leadership team, and believe we can accelerate our progress in Australia and New Zealand by formally aligning our entertainment assets in these important markets. This provides us with an opportunity to continue to grow the FANDOM brand as well as help elevate the Val Morgan's in-cinema and out-of-home assets, especially with FANDOM-branded content marketing opportunities. We look forward to working together to best serve brands and consumers in new, interesting ways.”

The cross-platform partnership is set to formally commence January 1st, 2019, with the teams beginning to work together immediately. This partnership is expected to generate strong interest from brands looking to reach engaged audiences.

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