

The Campaign

Epix ran a campaign to launch the new Cable Movie Channel service as a non-exclusive advertiser/sponsor in Los Angeles sports arenas.

The campaign started on October 22, 2009 in Downtown Los Angeles Arenas and concluded on November 28, 2009.

The program ran for approximately twenty six (26) or more games in each arena . Two pre-produced 30 second commercials were sent to each venue along with PA scripts, and logos. The venues ran these spots on the SPORTTRONS (large formatted digital video scoreboards) at least twice per game and were accompanied by PA announcements, LED Ribbon board branding. At LA Live the spots ran on 17 screen throughout the specified dates; including the Michael Jackson's "This is It" premier.



Campaign Summary

**** In each case Epix logo, commercial or name was mentioned ****

- ▣ **30+ games played**
- ▣ **100+ commercials ran**
- ▣ **200+ PA announcement were read**
- ▣ **200+ Logo presentations on LED boards**
- ▣ **Over half a million fans attended these games**
- ▣ **LA Live Zone ran 24/7 every 10 minutes for 30 days**
- ▣ **Over 1.5 Million Fans visited LA Live and Michael Jackson premiere where Epix was featured on 17 digital screens**



In Total:

Over 4,500,000 + impressions were delivered on behalf of Epix to brand loyal Fans in less than 30 days.