

*Lionsgate*

# **Tyler Perry's A Madea Christmas**

## **Radio Promotion Recap**

**Mindshare Promotions**  
January 16, 2013



# Summary

Mindshare Promotions negotiated radio promotions on **48 radio stations** in **18 markets** to promote the opening of Lionsgate motion picture “Tyler Perry’s A Madea Christmas” in theatres on December 13th 2013.

These Promotions contained **1453 promotional announcements**, which generated **33,475,962 impressions**. There were digital promotions and social promotions which generated **18,063,343 gross impressions**. There were Network Radio promotions which generated an additional **11,951,000 impressions**.

Overall the promotional elements generated **63,490,305 gross impressions** valued at **\$383,198.41**, adding **72.2% value** to the radio schedules!



# Promotion

Mindshare solicited the following promotions from all Local Radio stations purchased.

## NAME THAT MADEA!

- Stations played classic Madea cuts and had listeners identify which movie it came from to win A Madea Christmas prize package

## CANS FILM FESTIVAL

- Listeners that brought cans to a station event were rewarded with A Madea Christmas prizes

## MADEA'S CHRISTMAS TREE

- Listeners who donated items to the stations charity drive chose A Madea Christmas prizes from under Madea's Christmas Tree

## MADEA'S SLEIGH TRACKER

- Stations posted #madeasleightracker where listeners could follow the progress of Madea's sleigh over the holidays and win prizes



# Promotion

## Prizes included

- Run of Engagement passes for two to see Tyler Perry's "A Madea Christmas"
- Movie Posters
- Mini Posters
- Madea Hand Fans
- Madea Ornaments
- "A Madea Christmas" Soundtracks
- Madea DVD Pack which will contain 3 of the following DVDs.
  - Madea Goes To Jail
  - Madea's Big Happy Family
  - Madea's Family Reunion
  - Madea's Witness Protection



# Network Radio Promotion



## STEVE HARVEY—Stuff a Family's Stocking Contest

- Take care of your neighbor by nominating a family in need to receive gifts, toys, etc. to be delivered in person by Steve Harvey cast member Junior
- The visit will be recorded, posted to the Steve Harvey website, and each winning family will be interviewed on air
  - There were issues recording and posting video of the families. Made good with posts of pictures and additional media

## TOM JOYNER MORNING SHOW—Support Your Place of Worship

- Tom Joyner listeners will nominate a place of worship to receive a cash donation.
- Call 1-800-JOYNER to explain why a certain place of worship deserves a nomination for a chance to win a cash donation
- The person who nominates the winner will receive a catered holiday meal for 50 people

