



# “The Hunger Games: Catching Fire” Recap

November 15<sup>th</sup>, 2013

# “The Hunger Games” On-Air Promotion

Flight: 11/7 – 11/12

DJs invited listeners to call-in to win tickets to the PREMIERE of “The Hunger Games : Catching Fire” when they hear the “*Mocking Jay*” ringtone played.

## On-air Elements:

- 20x on-air giveaways, 5x per day
- 2x live giveaway mentions per giveaway, total 40x mentions



# “The Hunger Games” On-Air Promotion

Flight: 11/7 – 11/12

DJs helped promote film and on-air giveaways by posting on their personal FB pages

