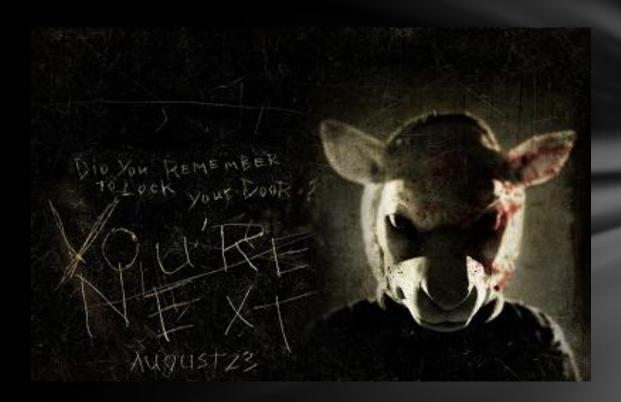
YOU'RE NEXT



PROMOTIONAL RECAP



Jessica Toribio On-Air Promotion Coordinator WQHT-Hot 97 (Emmis NY) P: 212.367.1620

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HOT 97 DELIVERABLES

Hot 97 Delivered:

Inclusion in online contest on Hot97.com

6x :10 second mentions driving listeners to enter to win passes

Inclusion as tagalongs at 3 Hot 97 events

Inclusion in mobile default bounce-back- pushing listeners to check the trailer and win passes to advance screening

2x twitter post pushing people to enter to win passes

Total Promotional Value Delivered: \$16,000



HOT97.COM SCREEN SHOTS



WIN STUFF

More Contests



FROM LIONSGATE, YOU'RE NEXT. Playing in theatres August 23rd!

RESULTS

Contest Entries: 60 Page Views: 1,749,892

Mobile Default bounce-back: Message

Enter to win passes to see YOU'RE NEXT, the movie about a gang of masked, ax-wielding murderers descend upon the Davison family reunion, the hapless victims seem trapped...until an unlikely quest of the family proves to be the most talented killer of all, BROUGHT TO YOU BY THE NEW HORROR FILM

sent 5,000 times

YOU'RE NEXT FEATURE PAGE ON HOT97.COM

WIN STUFF PAGE ON HOT97.COM



ENTER TO WIN PASSES TO SEE YOU'RE NEXT!

Enter to win passes to see YOU'RE NEXT, the movie about a gang of masked, ax-wielding murderers descend upon the Davison family reunion, the hapless victims seem trapped...until an unlikely quest of the family proves to be the most talented killer of all. BROUGHT TO YOU BY THE NEW HORROR FILM FROM LIONSGATE, YOU'RE NEXT. Playing in theatres August 23rd! Register Here

TWITTER POSTS

EE IT FIRST AUGUST 22 AT 1079

WATCH THE TRAILER



HOT 97 🔮

Enter to win passes 2 see "You're Next" the most terrifying film this summer! http://bit.ly/15P472i In theatres August



Enter to win passes 2 see "You're Next" the most terrifying film this summer! Check the trailer here http://bit.ly/15P472i



YOU'RE NEXT SWAG @ HOT 97 EVENTS





