

YOU'RE NEXT



PROMOTIONAL RECAP



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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



HOME HOT 97 TV ON-AIR THE MUSIC BLOGS WIN STUFF ON THE STREETZ

WIN STUFF

More Contests



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 guest 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!

YOU'RE NEXT FEATURE PAGE
ON HOT97.COM

WIN STUFF PAGE ON HOT97.COM



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RESULTS

Contest Entries: **60**

Page Views : **1,749,892**

Mobile Default bounce-back: **Message sent 5,000 times**

TWITTER POSTS



Enter to win passes 2 see "You're Next" the most terrifying film this summer!
<http://bit.ly/15P472i> In theatres August 23rd



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

