

Pantelion
You're Next

Radio Promotion Recap

LAURA RAMSEY • JAIME CAMIL

OMAR CHAPARRO

EVEN WITH BACKUP HE CAN'T SING HIS WAY OUT OF THIS ONE.

**PULLING
STRINGS**

IN THEATERS OCT. 4th!



Summary

Mindshare Promotions negotiated **55 promotional elements** on **57 radio stations** in **24 markets** to promote the opening of Pantelion motion picture “Pulling Strings” in theatres on October 4th 2013. This included both General Market and Hispanic stations.

These Promotions contained **1062 promotional announcements**, which generated **17,102,800 gross impressions**.

There were digital promotions and social promotions which generated **3,978,573 gross impressions**.

Overall the promotional elements generated **21,081,373 gross impressions** valued at **\$ \$213,415.86**

LAURA RAMSEY
JAIME CAMIL
OMAR CHAPARRO

EVEN WITH BACKUP
HE CAN'T SING HIS WAY
OUT OF THIS ONE.

PULLING STRINGS

IN THEATERS
OCT. 4th!



Summary

Mindshare solicited promotions from all stations purchased.

Of the **57 purchased stations** (General Market and Hispanic) in **24 markets**, Mindshare was able to get **55 stations** to participate in either the “Visa” or “Mariachi” Promotions along with many social media extensions.

The **\$213,415.86 value** generated by the promotion was **54%** of the gross cost of the buy **\$392,064.59**

LAURA RAMSEY
JAIME CAMIL
OMAR CHAPARRO

EVEN WITH BACKUP
HE CAN'T SING HIS WAY
OUT OF THIS ONE.

PULLING STRINGS

IN THEATERS
OCT. 4th!



Promotion

Mindshare solicited the following promotions from all stations purchased.

MARIACHI SERANADE ATTACK

Based on the story of Pulling Strings, featuring Jaime Camil and Omar Chaparro as Mariachi Singers, Radio Station DJ's discussed Pulling Strings and asked the audience if there is someone in their life they would like to have serenaded by Mariachi's, either to embarrass them, or profess their love.

Listeners called in and requested a "Pulling Strings Mariachi Attack" on a co-worker or love interest (or both). The radio stations sent Mariachis (and a camera) to the location and recorded reactions as the Mariachi sang in front of the entire office, restaurant or apartment complex to post on the station website, Facebook or Tumblr Page. Each nominee and nominator received a VISA ... Gift Card, with \$100 to enjoy a nice evening, maybe even see the movie!

GET A VISA!

Radio Stations posted a link to the Pulling Strings trailer on their website or Facebook Page. Each morning the radio station asked a question that could be answered by watching the trailer. First person to answer correctly received a VISA ... Gift Card, with \$100 to enjoy a nice evening, maybe even see the movie!

LAURA RAMSEY
JAIME CAMIL
OMAR CHAPARRO

EVEN WITH BACKUP
HE CAN'T SING HIS WAY
OUT OF THIS ONE.

**PULLING
STRINGS**

**IN THEATERS
OCT. 4th!**

