



HUNGER GAMES: CATCHING FIRE PROMOTION

**Univision Radio San Francisco
KBRG-FM Radio Promotion Recap**


Promotion elements

- KBRG aired a series of promos from 11/18-11/21 driving listeners to the Facebook contest page to register for their chance to win a “The Hunger Games:Catching Fire” Soundtrack prizepack! The Facebook Contest page will contain a countdown timer to the movie, and an area to register to win. Winners were chosen on 11/21.
- Mentions: :15 sec prerecorded promo announcements driving listeners to Facebook contest page where listeners can register to win Soundtrack prize pack.
- Social Media: Facebook contest page created to register to win the Soundtrack prize pack. 5x posts were made M-Friday promoting contest .


FACEBOOK PROMOTION POSTS

5x facebook promotion posts were made.

Post Details

**100.3 Más Variedad**

Estamos contando los días para la súper película "Hunger Games: Catching Fire". #1003MasVariedad te regala un paquete que contiene un DVD de la película, y un CD de tus canciones favoritas de la película con Coldplay, Christina Aguilera y más! "Hunger Games: Catching Fire" en cines y en IMAX el 22 de noviembre!. Para tu oportunidad de ganar REGÍSTRATE AQUÍ:
[COMPUTER] ▶ <http://tiny.cc/15et6w>
[MOBILE] ▶ <http://tiny.cc/55et6w>
See Translation



REMEMBER WHO THE ENEMY IS

THE HUNGER GAMES:
CATCHING FIRE

NOVEMBER 22
EXPERIENCE IT IN IMAX

about 3 weeks ago

Like Comment Share

2 Likes

188 People Reached

2 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

2	0	0
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

0	0	0
Likes	Comments	Shares

TOTAL

2	0	0
Likes	Comments	Shares

2 Post Clicks

1	0	1
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Promotion contest page and register to win entry page.




Paquete! "Hunger Games: Catching Fire"

Descripción del premio:
Estamos contando los días para la súper película "Hunger Games: Catching Fire". 100.3 Más Variedad le regala un paquete que contiene un DVD de la película, y un CD de sus canciones favoritas de la película con Coldplay, Christina Aguilera y más! "Hunger Games: Catching Fire" en cines y en IMAX el 22 de noviembre!. Para tu oportunidad de ganar solo regístrate aquí llenando todos sus datos.

Thanks for your interest, but the entry period for this promotion has ended. Please come back soon!

Promoción comienza: November 05, 2013


Post Details ×



100.3 Más Variedad

"Hunger Games: Catching Fire" HOY en las mejores salas de cine. ¡No te la pierdas!

[See Translation](#)



The Hunger Games: Catching Fire - EXCLUSIVE Final Trailer

ADVANCE TICKETS ON SALE NOW - Click Here:
<http://hungrgam.es/Cftix> The Hunger Games: Catching Fire... Coming to theaters November 22nd, 2013. Visit <http://ww...>

WWW.YOUTUBE.COM

about 3 weeks ago 🌐

👍 Like 💬 Comment ➦ Share

207 people saw this post

207 People Reached

0 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

0 Likes	0 Comments	0 Shares
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FROM LIKES, COMMENTS & SHARES

0 Likes	0 Comments	0 Shares
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TOTAL

0 Likes	0 Comments	0 Shares
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5 Post Clicks

0 Photo Views	1 Link Clicks	4 Other Clicks ℹ️
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NEGATIVE FEEDBACK

Posting of the Trailer
for Hunger Games.