



HUNGER GAMES: CATCHING FIRE PROMOTION

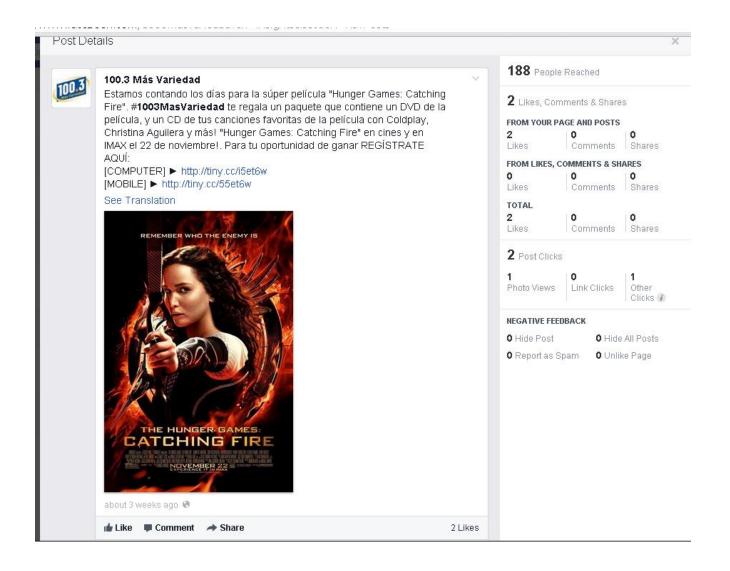
Univision Radio San Francisco
KBRG-FM Radio Promotion Recap

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 cohsen 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

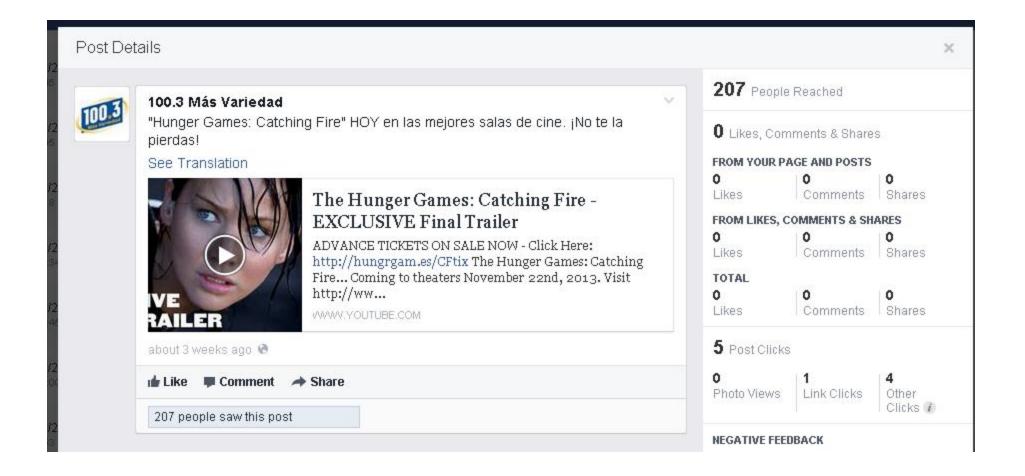
5x facebook promotion posts were made.





Promotion contest page and register to win entry page.





Posting of the Trailer for Hunger Games.