

Lionsgate

The Hunger Games: Catching Fire

Radio Promotion Recap

Mindshare Promotions

December 17, 2013



Summary

Mindshare Promotions negotiated **50 promotional elements** on **50 radio stations** in **21 markets** to promote the opening of Lionsgate motion picture “The Hunger Games: Catching Fire” in theatres on November 22nd 2013.

These Promotions contained **1119 promotional announcements**, which generated **25,127,700 impressions**. There were digital promotions and social promotions which generated **2,348,378 gross impressions**. There were Network Radio promotions which generated an additional **39,526,600 impressions**.

Overall the promotional elements generated **67,002,678 gross impressions** valued at **\$474,110.00**.



Summary

Mindshare solicited promotions from all stations purchased.

Of the **52 purchased stations** in **21 markets**, Mindshare was able to get all but two (**50**) of the stations to participate in either the Imax or Soundtrack Promotions along with many social media extensions.

The **\$294,407.00 value** generated by the local radio promotion was a **90.5%** added value ratio based on the **\$325,360.00** cost of the local radio buy.



Promotion

Mindshare solicited the following promotions from all stations purchased.

IMAX PROMOTION

When listeners heard the “Mocking Jay Ringtone” they called in to win a **CATCHING FIRE** prize pack including a pair of tickets to see the film in IMAX.

IMAX PRIZE PACKS include 1 Pair of IMAX tickets (in the form of two “Hollywood Movie Money” coupons that can be redeemed for IMAX tickets), 1 **HUNGER GAMES** DVD, 1 keychain or bookmark, 1 rubber bracelet, 1 shopping bag or pair of socks and 1 beanie.

SOUNDTRACK PROMOTION

Listeners called in to win The Hunger Games Catching Fire prize package that include the highly sought after **SOUNDTRACK**

Stations were highly encourages you to list some of the bands on the soundtrack that would appeal to listeners of your station.

SOUNDTRACK PRIZE PACKS include 1 **CATCHING FIRE** soundtrack, 1 mini poster, 1 one-sheet, 1x Mockingjay pin and 1x **HUNGER GAMES** DVD

