

Lionsgate

You're Next

Radio Promotion Recap

Mindshare Promotions

September 27, 2013



Summary

Mindshare Promotions negotiated **48 promotional elements** on **42 radio stations** in **24 markets** to promote the opening of Lionsgate motion picture “You’re Next” in theatres on August 22nd 2013. This included both General Market and Hispanic stations.

These Promotions contained **967 promotional announcements**, which generated **19,088,200 impressions**, **9,595,200** inside the target demo of **P18-34**.

There were digital promotions and social promotions which generated **2,734,346 gross impressions**.

Overall the promotional elements generated **21,822,546 gross impressions** valued at **\$163,060.31** with **12,329,546 impressions** inside the target demo.



Summary

Mindshare solicited promotions from all stations purchased.

Of the **42 purchased stations** (General Market and Hispanic) in **24 markets**, Mindshare was able to get all stations to participate in one or more Screening or Run Of Engagement Promotions along with many social media extensions.

The **\$163,060.31 value** generated by the promotion was **118%** of the cost of the buy **\$138,085.30**



Promotion

Mindshare solicited the following promotions from all stations purchased.

YOU'RE NEXT SCREENING PROGRAM

Listeners call in to win tickets to the YOU'RE NEXT Screening

YOU'RE NEXT PLAYLIST

After watching the YOU'RE NEXT trailer, listeners will put together a playlist of songs that they think are the next big thing and post on the station's Facebook page

PEEPLS SWAG PACKS GIVEAWAY

Conduct a giveaway of YOU'RE NEXT Run Of Engagement passes and a YOU'RE NEXT Prize Package

FACEBOOK MASK AND KNIFE YOU'RE NEXT POSTS

Mindshare provided stations with YOU'RE NEXT masks and butcher knives to post photos of top DJ's being "Next". Posted to Social Media and the YOU'RE NEXT Tumblr Page.

Many stations executed both the Screening or Run Of Engagement along with the Facebook promotions.

