



CROSS MEDIA PARTNERSHIP:
FAME PACKAGE

2018



NOT JUST AN ADVERT... THIS IS CONTENT!

After the award winning success ('Media First') of Primesight and GTN's 'Out of home and radio sync',
We have partnered together again to bring you and your brand a complete **digital audio visual** campaign.

Now your brand can own showbiz content **at home**, in the **car** and in the **cinema** foyer...



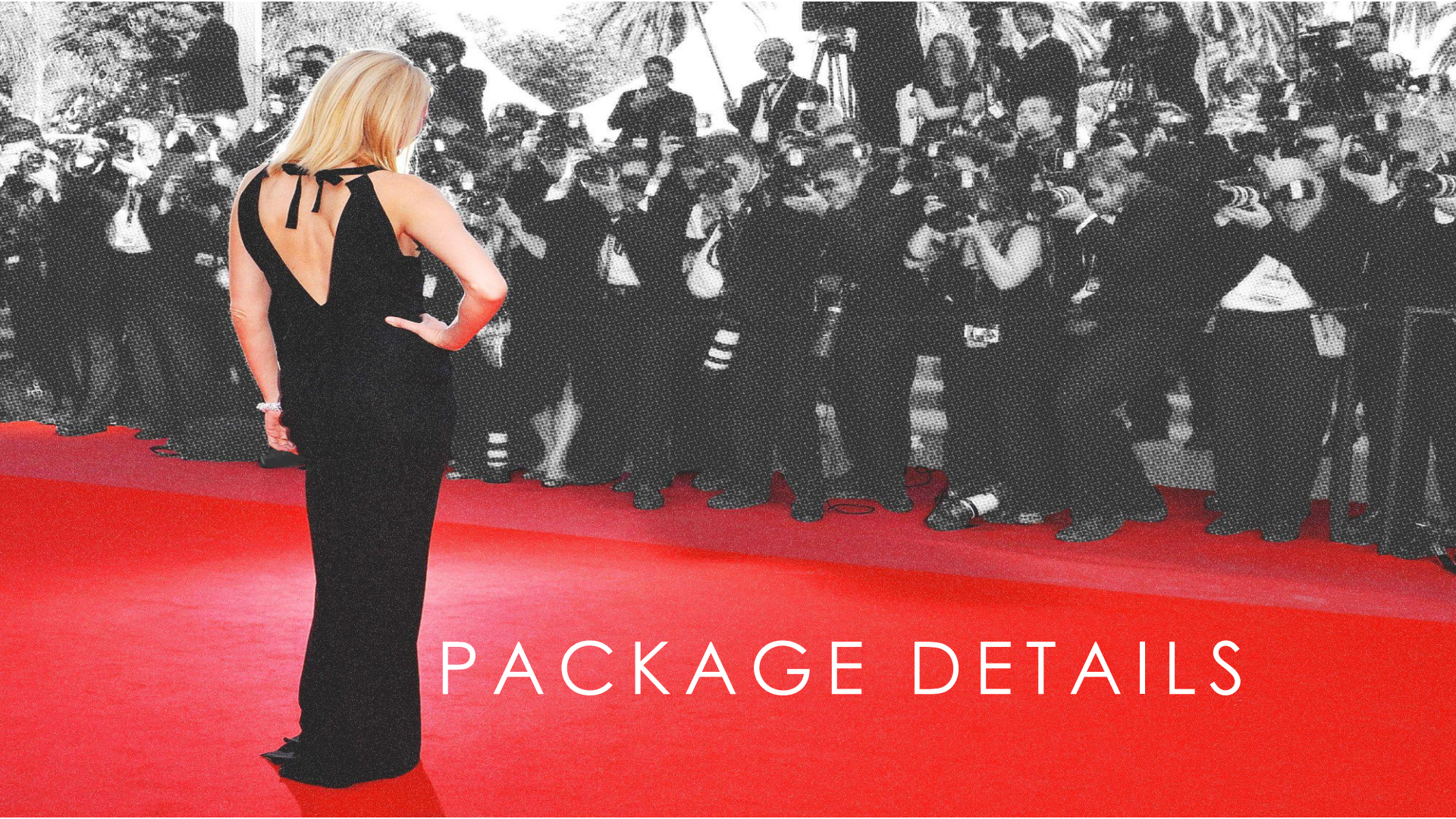
Radio consumption is still at 92% of the UK population but with **60% listening at home, 24% in car and 16% at work** you need to be across all stations and audio platforms



An average of **20 minutes** is spent in cinema foyers. **14 minutes** before and **6 minutes** after. **62%** of cinemagoers notice foyer advertising



Smart speaker sales are to be around c.**50% of homes by 2022**. Alexa is currently outselling Google Home 4-1 and research shows that in the past year, nearly half of owners (44%) made a purchase using their smart speaker.



PACKAGE DETAILS

OOH - Digital 6 sheets



- 105 D6s across 101 cinemas
- 10% share of time per hour
- Directly associated with showbiz content



Digital 6 sheets are located in the highest footfall cinemas across the UK and are positioned in the main thoroughfare areas of these cinemas.

Animated digital sites attract up to 22% more attention than static poster sites.*

People go to the cinema in average group sizes of three.

Working with 7Digital we can build content that is important to your brand. No longer just an ad, during the 20 minute dwell time people spend in the cinema foyer you are delivering them a round up of everything showbiz, bought to them, by you...



34% tweet about going to the cinema



54% update their Facebook status



GTN
UNITED KINGDOM

RADIO -

entertainmentnews
by 7 digital



- 120 stations across the country
- Reaching over 9 million adults each week
- Solus advertising directly placed next to content
- Not part of a regular 3 minute ad break
- Delivering up to 32% higher ad recall than that of a standard ad break.

Entertainment News is the largest syndicated showbiz bulletin in the UK. We provide this service for radio groups including Bauer, The Wireless Group and UKRD. In total, 120 commercial radio stations broadcast at least 3 bulletins every weekday. Delivering a weekly reach of 9.2 million adults alongside Entertainment Content.

The thirst for entertainment gossip and the interest in celebrity is at an all-time high. You can read yesterday's showbiz stories in the tabloids and the numerous magazines dedicated to the subject, but Entertainment News breaks the big exclusives as they happen.

GTN UK can offer you a commercial opportunity within Entertainment News. With your advert directly next to the content, you can buy up to 60" of airtime, which ensures advertisers prime positioning and solus association with the public's favourite topic

...That's Entertainment!

primesight



GTN
UNITED KINGDOM

*Weekly reach RAJAR/RSLS Q4 2017

ALEXA-

entertainmentnews
by 7digital



- Ask your Alexa to 'enable Ent News skill' to hear all the latest showbiz news
- Updated 4 times daily
- Ent News had over 10,900 unique plays in November 2017 alone
- A 10 second read as live ad before the content is delivered
- Unavoidable advertising directly next to and associated with content



Smart speakers are booming. Alongside this the thirst for up to date Showbiz news is at an all time high. The Entertainment News skill has made the Amazon top downloaded list several times since its launch. With cars becoming Alexa enabled this is a chance to associate your brand with Entertainment and the emerging market of VA.

'Alexa, enable the Ent News skill'

'Alexa, play me a news flash briefing'

primesight



GTN
UNITED KINGDOM

*Weekly reach RAJAR/RSL Q4 2017



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