

CASE STUDY

NEW YORK CITY – SEX & THE CITY PROMOTION



INTEGRATED BRAND / RETAIL CAMPAIGN

THE BRIEF

- Campaign targeted 28-45+ females and couples
- Leverage off the extensive Sex And The City following and hype surrounding the movie and DVD releases

TACTICS

- NYC & Company partnered with New Line cinema to create a series of promotions focusing on Sex & The City through print, online and POS
- Two promotions took place:
 - May – Jun 08: Film promotions
 - Oct - Nov 08: Box Set DVD promotions

Print Campaign

- Promotion in The London Paper daily newspaper plus website
 - Included assets from SATC film with star prize to NYC for a Sex and the City experience
 - Included special offer with partner details and call to action
- Tie-in with website and DM

DM

- 275K eblast linking to print & online competitions

Odeon

- Inclusion on Odeon DM campaign to 800K consumers with SATC star prize for winners
- Link, logo, copy line on prize landing page

Virgin Media

- Month long competition promotion on Virgin media

POS

- On pack stickers on the DVD release of Sex And The City Movie

