

3 mobile NOW sponsorship

Campaign

- Campaign period Mon 19/5 – Fri 6/6
- Sponsorship of the NOW channel targeting
 - People 18-35 years
 - Tech savvy 3G users
- Narnia tabs placed during peak times
 - Skewed 6.00pm – 8.00pm weekdays
 - Click through to NARNIA landing page (WAP site)
 - Competition entry
 - Movie review and FREE trailer
 - Screening session times

ESCAPE TO NARNIA
THE CHRONICLES OF NARNIA
PRINCE CASPIAN
© DISNEY/WALDEN. NARNIA™

To be in the running to win a pair of Bose QuietComfort 2 Noise Cancelling Headphones (RRP \$299) and the magical soundtrack from The Chronicles of Narnia: Prince Caspian, simply answer in 25 words or less: "Why are you looking forward to seeing The Chronicles of Narnia Prince Caspian?"

Name:

State:

Answer:

For full Terms and Conditions go to www.three.com.au/compet

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Results

- Total 5,383 clicks over 18 day campaign period
- Nil activity on Mon 26/5 for technical reasons.
- Bonus placements by way of double timeslots and weekend bonus;
 - 22/5 10.00am and 8.00pm
 - 23/5 8.00am and 5.00pm
 - 25/5 8.00am and 6.00pm
 - Sat 24/5 – bonus activity
 - Sun 25/5 – bonus activity
 - Sat 2/6 – bonus activity
 - Sun 3/6 – bonus activity
- 611 competition entries!
- Highly interactive response from participants (as attached)