

Kantar Worldpanel Entertainment division campaign

Withnail &
iPhone?

Snakes on
a Playstation?

Nanny
Mc P.C.ee?

What platform for Platform 9¾?

Kantar Worldpanel's Entertainment division briefed us to create a promotional campaign that would communicate a complex offer to the film production and film distribution industries.

As the platforms used by audiences to watch films continue to change and multiply, it's increasingly important for the industry to keep on top of consumers' attitudes and behaviour. Worldpanel can track the entire release cycle of every new film, and the platforms it is watched on — from cinema, VoD, or set-top box to Blu-ray and DVD — enabling film producers and distributors to increase their profits through better platform and promotional targeting.

Conceived within the existing Worldpanel corporate style, our solution was a print and online ad campaign based on witty juxtapositions of famous film titles with the names of all the latest viewing platforms...

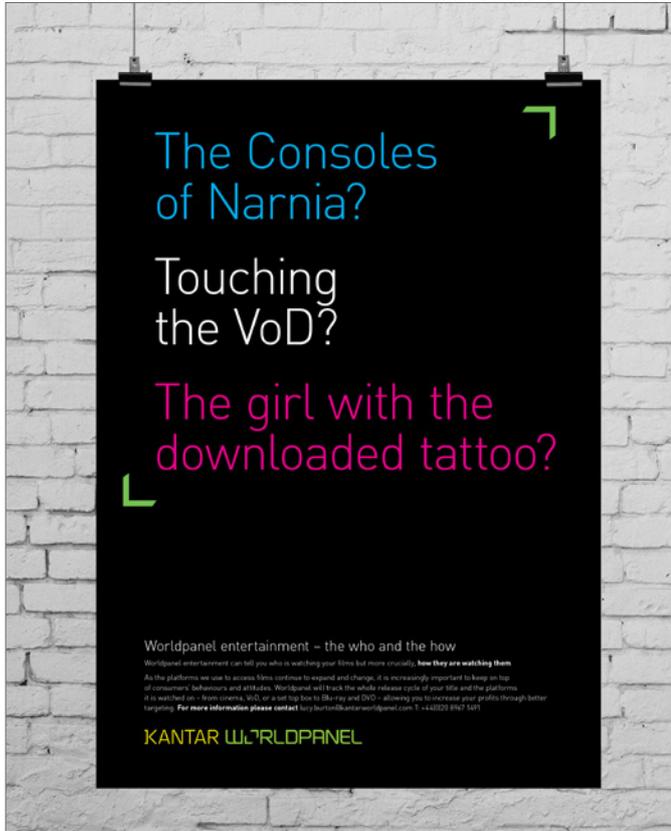
Kind words...

"Thanks again for these great and really well observed ideas for our new campaign. In fact, such great ideas that we would like to use them in our pitches and presentations to clients — because for the first time Kantar Worldpanel's Entertainment division have an idea that clearly introduces the essence of what we do and offer!"

SUZANNAH ROWLAND

Media and Communications Manager
Kantar Worldpanel, Entertainment

Kantar Worldpanel Entertainment division campaign



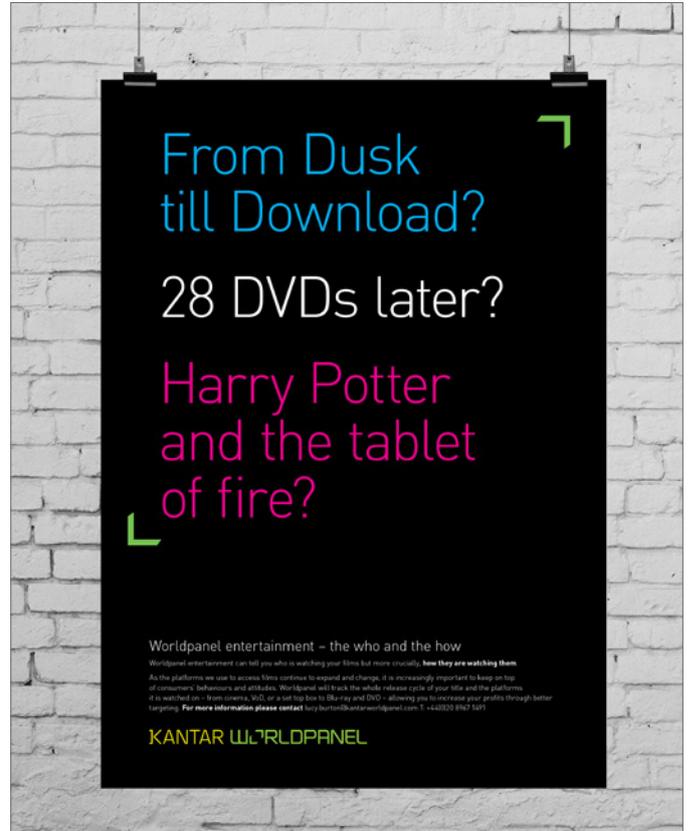
The Consoles
of Narnia?

Touching
the VoD?

The girl with the
downloaded tattoo?

Worldpanel entertainment – the who and the how
Worldpanel entertainment can tell you who is watching your films but more crucially, **how they are watching them**.
As the platforms we use to access films continue to expand and change, it is increasingly important to keep on top
of consumers' behaviours and attitudes. Worldpanel will track the whole release cycle of your title and the platforms
it is watched on - from cinema, VOD, or a set top box to Blu-ray and DVD - allowing you to increase your profits through better
targeting. **For more information please contact** lory.burton@kantarworldpanel.com T: +44(0)20 3289 1733

KANTAR WORLD PANEL



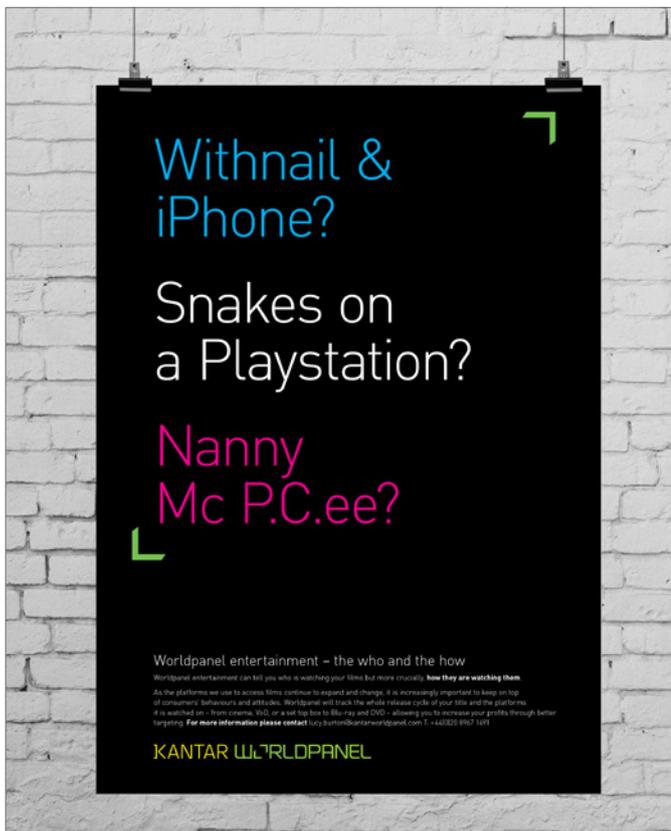
From Dusk
till Download?

28 DVDs later?

Harry Potter
and the tablet
of fire?

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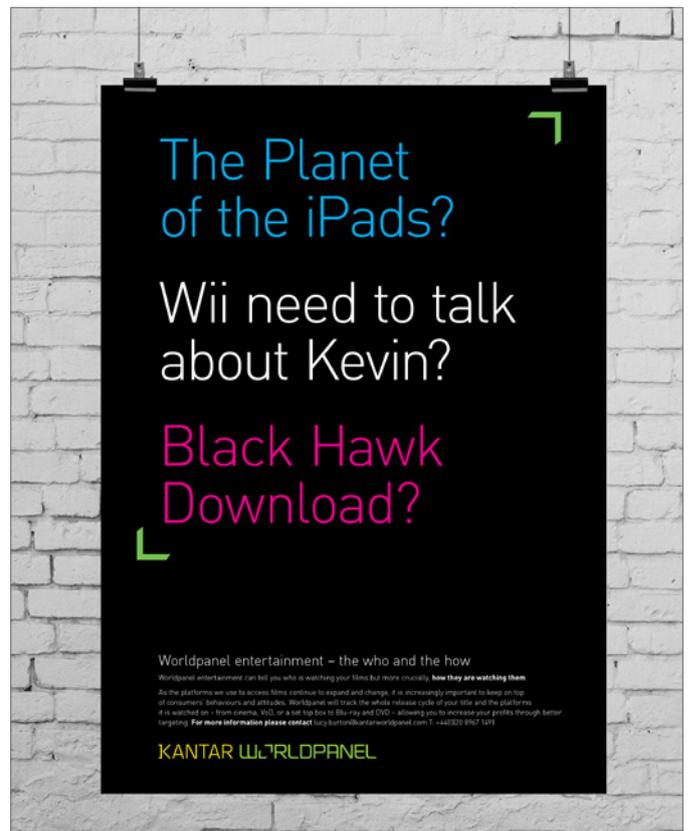
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The Planet
of the iPads?

Wii need to talk
about Kevin?

Black Hawk
Download?

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