

## Target Digital secures interactive mobile campaign for *Leap Year* with Orange Shots

**March 2010:** Target Digital, the digital subsidiary of number one independent entertainment media agency Target Media, today announces brokering a campaign between Unanimis, who exclusively represent Orange's Shots service and Optimum Releasing which will see the first film distributor to use Orange's interactive SMS and MMS mobile advertising service.

*Leap Year*, the new release from Optimum Releasing starring Amy Adams and Matthew Goode, will be the first film to use the Orange Shots service, where a client can target 100,000 Orange customers, a section of its opted-in Monkey pay-as-you-go customer base

The deal will see a strategically timed burst of activity on Wednesday 3<sup>rd</sup> March to drive interest amongst those who maybe using the Orange Wednesdays cinema promotion.

The mobile activity will take the form of a text message leading interested recipients to an exclusive WAP page where they will then be able to view the film trailer and download wallpapers and film information.

Andrew Coroneo, Digital Account Manager at Target Digital said: "We are incredibly proud to secure this activity between Unanimis and Optimum Releasing as it is a first for the film industry. It is the perfect way to target the film-loving Orange customers and drive cinema bookings with the UK's entertainment-hungry, youth audience."

Hugh Spearing at Optimum Releasing said: "Leap Year is a great romantic comedy and we are keen to build on the buzz around the film using media that goes beyond traditional campaigns and really connects with our audience. We

are really excited to be working with Orange and their new SMS marketing service.”

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