

## **TARGET MEDIA SECURE *BRITAIN'S GOT TALENT* TIE UP FOR LAUNCH OF STREETDANCE MOVIE**

**May 2010:** Target Media, the number one independent entertainment media agency, is preparing to launch a multimedia campaign to mark the opening of Street Dance, the new 3D release from Vertigo Films.

The campaign, which kicks off on 13 May, will be the first time a film advertiser has taken advantage of pre-rolls on ITV's new Britain's Got Talent mobile application. The application content will all be delivered with a 10" spot for Street Dance. The app is currently number one on the official Apps Chart just one week into the new series.

The Britain's Got Talent app activity is one part of the £1.5m campaign which also includes bespoke TV spots in the new series of ITV's Britain's Got Talent, a promotion on E4 and a national bus and 48-sheet campaign.

The film is anticipated to be one of the biggest releases of the year as the first European movie to be shot in 3D and the first ever fiction 3D film to be produced in the UK.

Street Dance tells the story of the coming together of street dance and ballet, following a team of young dancers training for the UK Streetdance Championships who are forced to work with Royal Ballet dancers in return for rehearsal space. It features a number of Britain's Got Talent winners including Diversity, George Sampson and 2009 runners up, Flawless.

Last weekend alone the app was downloaded 30,000 times and is predicted to reach 250,000 downloads across the whole series. Each user watches an average of five clips, offering Street Dance an unprecedented level of audience exposure.

Lucy Barclay, Director at Target Media said: “Streetdance is breaking all movie barriers as the first UK 3D film, so it was important to break barriers within the media campaign. The tie up with Britain’s Got Talent delivers the ideal target audience for this film and offers fantastic opportunities on the mobile platform to drive viewers of the programme to see their favourite acts in the film.”

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*For more information please contact [targetmedia@braben.co.uk](mailto:targetmedia@braben.co.uk)  
or 0207 025 8021*