

Target Digital brokers deal for launch of *The Box*

London: 27th November: Target Digital today announces the details of a new campaign for Icon Film Distribution to promote the theatrical release of *The Box*. The campaign includes media first activity which will be launched with LOVEFiLM and orange.co.uk.

The film is the latest thriller release from Icon Film Distribution, starring Cameron Diaz and James Marsden.

The campaign will launch a new 'cube format' on both websites, which sees a 3D pop-up rotating cube appear on the webpage. The 'cube format' of the promotion ties in with the 'Box' theme of the campaign and will screen multiple film trailers for film lovers to enjoy whilst online.

The campaign will see the creative featured across orange.co.uk which will host animated images with links to videos. The cube will take over the homepage – a creative media first for a UK entertainment brand on orange.co.uk. All activity will link to *The Box* microsite where film fans will be able to access exclusive information about the film and cast as well as a variety of trailers. Traffic to the site will be driven by a 24hour cube takeover on Orange's homepage and a bespoke film channel takeover, which will include a video header, a display advert with video content, Middle Page Unit (MPU) and footer on the screen.

The Box will also be taking over the LOVEFiLM website, with the use of the cube format on the Thriller homepage, the first ever creative media of its kind for the website. The online activity will be tailored to appear solely on relevant genre homepages within the LOVEFiLM website.

The campaign will run in the lead up to the release of *The Box* in cinemas on Friday 4th December. The Orange and LOVEFiLM websites deliver 5,025,000

and 1,411,000 unique users each month respectively, which will ensure maximum exposure around the film's launch.

Andrew Coroneo, Digital Account Manager, Target Digital, said:

“This campaign will deliver content and engagement to film audiences whilst pushing home the release of *The Box* at UK cinemas. We are delivering an integrated campaign that taps into the audience's love of film and entertainment while delivering engagement with potential cinema goers on point of contact.”

Anna Butler, Head of Marketing, Icon said: “We are delighted to be running a digital campaign for ‘The Box’ that's a first for a UK entertainment brand. Target Digital have done a great job in pushing for this and exciting creative with Orange and LOVEFiLM – hitting just the right audience of film-lovers online, with an impactful and perfectly relevant execution.”

About Target Digital

Target Digital, a division of Target Media, the UK's number one entertainment specialist media agency with over 50 clients in the film, DVD, gaming, music, fashion, retail, mobile, and leisure industries.

As one of the UK's fastest growing and largest independent media agencies, Target Media devises media communication strategies providing the sharpest thinking, smartest planning and value-driven buying, to deliver tangible business results. *‘Inspiration, Implementation, Results’*.

Current clients include SEGA, Momentum Pictures, Bethesda, Play.com, Icon Film Distribution, Konami, Optimum Releasing, Ben Sherman and 4DVD.