

# IN A MULTIVU MINUTE

A MEDIA RELATIONS &  
DISTRIBUTION BULLETIN

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MARCH 2019





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# SMT SPOTLIGHT



Photo Credit MultiVu

## **FT. Myers / Sanibel Island** **Remote Custom Broadcast Solution** February 20th

20 bookings: 6 radio & 14 TV placements  
(national and local)

Goal was to drive tourism in the Florida gulf coast  
which had suffered due to red tide.



# May Sweeps

Photo credit Credit Publifoto/Olycom

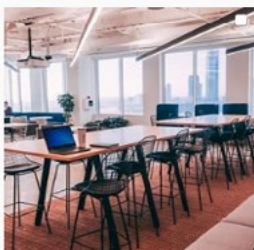
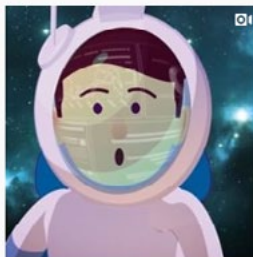
Networks are building up to mid-season cliffhangers.

The second quarter sweeps begins on April 25<sup>th</sup>, running through to May 22<sup>nd</sup>.



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# SPOTLIGHT ON



## American Kennel Club Meet the Breeds

Photo Credit American Kennel Club



New York goes to the dogs.

The American Kennel Club (AKC) once again partnered with MultiVu to conquer the hearts and minds of residents and commuters with back-to-back campaigns.

In January, New Yorkers started to see messages on mobile, online and on the streets of the city, encouraging attendance to the **Meet the Breeds** events at Pier 92/94 on Feb 9<sup>th</sup>.



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# SPOTLIGHT ON



## American Kennel Club Museum of the Dog Opening

Graphic Credit American Kennel Club



At the beginning of February, MultiVu helped AKC herald the return of the **AKC Museum of the Dog** to New York City with a cross channel campaign. Commuters were reminded of the museums return at transit hub, New York Penn Station, during taxi rides, on their digital devices and while they streamed music.



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## Penn Station Digital Display



## Pre-Roll Campaign



## Taxi TV

To learn more about Penn Station's Digital Screens, or other placement options contact MultiVuDistribution.

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