

National Geographic introduces new payoff line

National Geographic, in association with Oracle Airtime Sales, has sponsored an industry competition intended to create awareness around their new payoff line, 'Think Again'.

Agencies receive a 'Think Again' quiz book, comprising of five genres of questions (Investigation, Wildlife, History, Science and Technology). The questions require the entrants to use not only their grey matter for short answers or in depth explanations, but also to get creative and imaginative and sketch some of their answers.

The quiz book is a novel tool to test entrants' general knowledge and channel knowledge, while at the same time, it imparts fascinating facts relating to each genre, such as 'dolphins can swim and sleep at the same time'. The pay-off line is also repeated throughout, to ensure that the message is retained.

The competition closes on 6 April 2005, and the winner will be announced 22 April 2005. The prize is an all expenses paid trip to the Masai Mara Game Reserve in Kenya - one of the best places on the African continent to see wildlife. There are also 3 SONY Handycams to be won.

National Geographic is seen by global audiences in over 230 million households in 153 countries. The channel's revised programming strategy has resulted in innovative television, with different themes every night. National Geographic inspires curiosity by addressing issues relevant to a global audience, asking them to 'think again'.

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