

## M-Net's in the washroom

M-Net announced on Friday, 19 June 2009 that it is using The Letter Corporation to promote the return of two series to its channels, in a bid to attract younger and funkier viewers.



To highlight the return of two series to M-Net's Action Channel, *24*, an Emmy and Golden Globe award-winning series starring Keifer Sutherland, and *The Contender*, the broadcaster has again partnered with indoor advertising specialist The Letter Corporation. The broadcaster will also use this space until the end of June this year to launch the Series Channel's new medical talk show called *The Doctors*.

In partnership with media agency Mindshare, M-Net will be using male and female washroom frames in TLC's nationwide network of nightlife and cinema venues to boost awareness of the forthcoming shows within its target market, which regularly frequents leading cinemas, restaurants and bars across the country.

The washroom campaign went public in the lead-up to the first episodes and will continue supporting the channels for the remainder of the campaign. TLC's holding has strategically split between the two channels with half the holding featuring the Series Channel and the balance of the space featuring the Action Channel, to ensure not only the promotion of each individual channel, but to dominate the space for the M-Net brand.

"M-Net has selected to engage the cinema and nightlife environments as they are home to the younger, funkier, entertainment-seeking audience, which they are hoping to appeal to through the Series and Action Channels offerings," commented Andrew Kramer, MD of TLC.