

Narnia Mall Monitors/Milk Carton Ads



**To promote the release of
THE CHRONICLES OF NARNIA: THE LION, THE WITCH AND THE WARDROBE on DVD**

Solution: Promote DVD on :15 second spots on digital plasma monitors in shopping malls and placed ads on milk cartons

Scale: Ads in 26 Malls, Milk Carton ads on 1.1mm units

Locations: *Milk Cartons* – New York, Los Angeles, Chicago, San Francisco, Washington, D.C., Sacramento, Baltimore
Mall Monitors – New York, Los Angeles, Chicago, Philadelphia, San Francisco, Sacramento, Baltimore

