

IN A MULTIVU MINUTE

A MEDIA RELATIONS &
DISTRIBUTION BULLETIN

APRIL 2019





SMT SPOTLIGHT



Photo credit: MultiVu

NCBA Chuck Knows Beef App Launch SMT March 20th

The National Cattlemen's Beef Association recently launched their new AI tool – Chuck Knows Beef. To highlight the launch and provide consumers with tips and resources when cooking with beef, we executed a media tour along with a Multichannel News Release and National and local market TV placements.

We conducted the SMT from the NCBA's Culinary Center in Denver, CO and procured local chef Jennifer Jasinski to be our spokesperson.

In addition to securing 29 bookings, our video aired on DirecTV's lifestyle networks and on GMA Weekend in New York City, Chicago, Dallas & CBS this Morning in Los Angeles and Philadelphia.



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Great response from stations, including a TV producer from St. Louis who said

“I loved all the ‘show and tell!’”





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Photo credit: MultiVu

Facebook Live for TaxSlayer!

April 2nd

With April 15th just around the corner, our client Taxslayer wanted a clever way to reach consumers and tax filers. The Media Relations team brainstormed ideas and came up with a fun visual aspect: adding a carnival-style wheel to the segment with tax topics listed on it.

MultiVu Producer Paulina Gerzon, serving as the moderator, asked financial expert, Nicole Lapin, questions pertaining to the topic the arrow landed on. The result was a lively and engaging twenty minute segment.

[Click here to view the Facebook Live video.](#)



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Bayer Aspirin *Breaking News* SMT-RMT

March 21st

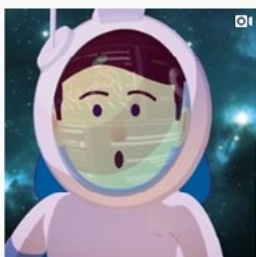
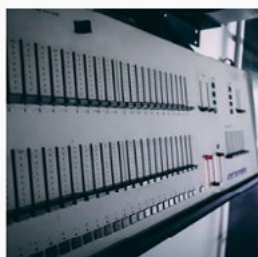
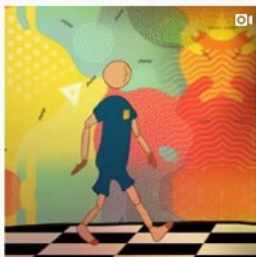
The American College of Cardiology and the American Heart Association recently updated their guidelines for the use of aspirin for primary prevention of cardiovascular disease.

Bayer came to us wanting to set up a tour in three days. With only a day and a half to book, our Media Relations team pulled a stellar schedule together with 19 bookings!



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SPOTLIGHT ON



Photo credit: Odor-Eaters

This year marks our fifteenth anniversary working with Odor-Eaters on the Rotten Sneaker Contest® held at Ripley's Believe It Or Not! Times Square.

In addition to an MNR, TV and radio placements, the client opted to stream the event on Facebook Live. MultiVu provided on-site tech and streaming capabilities.

Click here to view the Rotten Sneaker Contest® Multichannel News Release.





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SPOTLIGHT ON



Digital Subway Network NYC Union Square Station

Reach consumers on the go at the 4th busiest subway station in New York City.

With New York City subway delays a common occurrence, commuters are interacting with the MTA's digital screens more often to access the latest travel advisories. Brands can run 15-second messages on the same screens to engage with travelers. Network size and pricing vary by subway station. There is a one week campaign minimum; brands can target audiences by cherry picking desired stations.

Reach out to the MultiVu team to learn more about the Digital Subway Station Network and Union Square Station.

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