

# IN A MULTIVU MINUTE

A MEDIA RELATIONS &  
DISTRIBUTION BULLETIN

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2019 - 2020  
WINTER EDITION





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# SMT SPOTLIGHT



Photo credit: MultiVu

## **Wisconsin Cheese Big Game Entertaining SMT January 16th**

MultiVu procured talent, Chef James Briscione to provide tips on how to elevate your Game Day party with the world's best cheese as the star of the show. We secured top outlets like Milwaukee, Cincinnati, Chicago and Miami.



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Photo credit: MultiVu

## **Rocket Mortgage SMT January 22nd**

NFL Legend Barry Sanders served as spokesperson to help promote the Rocket Mortgage Super Bowl Squares Sweepstakes.

This tour achieved an audience of 48,606,567 viewers / listeners and had such top bookings as the NFL Network, WGN / Chicago, SB Nation Radio, Mad Dog Radio and WFAN-AM / New York. 6 hits in top 50 DMAs and 8 LIVES.



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Photo credit: MultiVu

## **Quorn Meatless Wing Launch**

**January 6th**

Quorn, in partnership with Hooters launched meatless chicken wings as a meat-free option for Game Day.

MultiVu helped support this launch by executing a multichannel solution to help Quorn get their message across. We engaged the CEO as well as two women from Hooters, and the Hooters Chef to execute distribution on Celebrity Page, Business First AM, Jimmy Kimmel and Direct TV.



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**MEATLESS  
UNREAL  
WINGS**



Photo credit: Quorn and Hooters

MultiVu also distributed a Multichannel News Release and booked a Radio Media Tour securing interviews in markets such as Miami, Atlanta and Orlando.

Click here to view the Quorn Foods & Hooters Multichannel News Release.

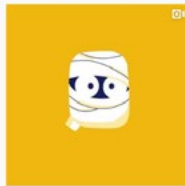
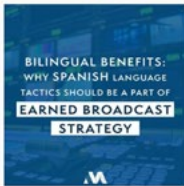
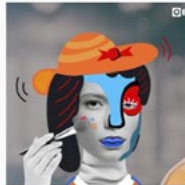






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## MULTIVUSOCIAL OCT - JAN POSTS

Click here to view to our Instagram Page



# Political Season Broadcast Inventory

Photo credit: Library of Congress

**Bloomberg ad spending puts a squeeze on other candidates and on-air inventory.**

Important tips for election 2020:

**Strategize.** Consult with your media experts early and develop a plan.

**Dates.** Know the election dates for your target markets. Candidates will flood the airwaves days leading up to primaries and caucuses, and the general election.

**Budget Wisely.** As candidates pour their spots into markets, the reduced inventory drives prices up.



**Monitor Your Campaign.** Candidate spots can easily bump your carefully planned airing off stations' schedules. Monitor schedules carefully so you can quickly reschedule for an alternative date if you are bumped.

**Be Flexible.** Can your campaign launch after an election day? How about a different media tactic? Can you execute a staggered media campaign rollout plan instead?

**Special Note from Stations About PSAs.** Because of limited airtimes, stations are requesting that PSAs be sent 3 months in advance.

**Need help planning your 2020? Reach out to [Strategy@multivu.com](mailto:Strategy@multivu.com).**







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# SPOTLIGHT ON



## Banfield Foundation Safer Together PSA Campaign

Photo credit: Banfield Foundation

Banfield Foundation and football champion Russell Wilson wrapped up their successful *Safer Together* campaign. Focusing on inspiring action and help for domestic violence victims and their pets, the PSA became MultiVu's top performing campaign scoring national and top DMA airings on TV and radio.

[Click here to read all about the Safer Together PSA.](#)





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## CONTACT US

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