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Press Release



Transporter 3 targets gamers

eType Video, Media Initiatives Group's specialist online video division, has announced that it is working with Target Digital to bring the latest instalment of the blockbuster Transporter 3 to its key audience of young males.

The campaign launched exclusively on Flash gaming network Mochi Media on November 24th ahead of the film's theatrical release on December 5th.

The campaign runs as pre-load video trailers on a number of targeted shoot-em-up and action titles to appeal to the film's core demographic of 18-24 year old males. In addition the sponsored games pages are fully re-skinned to Transporter 3 branding and will offer click-through to the UK distributor, Icon Film Distribution's, Transporter 3 landing page.

"Transporter 3 is one of Icon Film Distribution's key 2008 films and at Christmas puts it into one of the most competitive markets of the year", said Andrew Coroneo, Digital Account Manager at Target Media. "The market has already been exposed to a number of high-profile action sequels in 2008, including James Bond and Indiana Jones. Therefore it's imperative that we generate as much pre-release hype as possible for the film within a receptive audience."

Rob Gay, MD of eType Video, said: "In answering Target Digital's brief it was clear we needed to capture the high octane appeal of the film and we saw video as the perfect medium to relay this. 60 million gamers use Mochi Media each month and within this user base eType was able to carefully select games that would appeal to the closely defined audience Target Digital was looking for.

By coupling full page branding with video, the campaign is able to reach a highly engaged age and gender-appropriate demographic."

The pre-load video format does not intrude on users' enjoyment of the games and through its exclusive partnership with Mochi Media eType Video is able to provide deep analytics of users' interaction with client's campaigns.

About eType Video

eType Video is Media Initiatives Group's dedicated video division, the team has worked hard to become the UK's largest and most respected video ad specialist, developing unrivalled experience in selling non-traditional ad formats within the UK market.

About Target Digital

Established in 1990, Target Digital, part of the Target Media Group, is one of the UK's largest independent media agencies, offering media strategy, planning and buying. Its exceptional client service, thinking and delivery is innovative, accountable and produces tangible business results.

Target Media Group is the UK's leading independent entertainments communications specialist but its experience and know-how spans a wide range of equally dynamic and demanding business sectors such as retail, fashion, financial and B2B.

