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Newspaper marketing from beyond the grave

Fair to say that today is a marketing day like no other for News Limited's freesheet mX newspaper.

The paper's distributors in Brisbane are dressed as zombies to promote Warner Bros. Movie World's annual Fright Night.

Meanwhile, the Melbourne edition features Brynne Edelstein with only a copy of the newspaper to protect her modesty to promote her show on Seven.

And they said that newspapers were dead.



"Fair to say that today is a marketing day like no other for News Limited's freesheet mX newspaper."



Zombies hit streets for mX/Movie World campaign

4 October, 2012 0 comments



Zombies will descend on the Brisbane rail network later today as part of mX and Warner Bros. Movie World's joint 'Friday Night' campaign.

The partnership was formed to promote Movie World's October-wide attraction in which a viral outbreak will threaten to turn visitors into the living dead.

mX publisher Fiona Mellor said she was excited to get the commuter paper involved in such an innovative campaign.

"This is a great example of mX's adaptability and creativity in building unique client partnerships."



AdNews

mX launches full-scale zombie attack

04 Oct 2012
By Amy Kellow

Commuter newspaper mX will today roll out a stunt in Brisbane transforming its distributors into zombies to promote Movie World's upcoming 'Fright Night' attraction.

The collaborative stunt will see the title dress its distributors as zombies, complete with "authentic" hair and make-up. It promotes Movie World's 'Fright Night' attraction which comprises of mazes, shows and rides and launches on 6 October.

The promotion will take place in Brisbane CBD at nine central transit points between 2-5pm today (4 October).

mX publisher Fiona Mellor said: "This is a really exciting campaign for mX.

"Our dedicated distributors enjoy getting into character like this and they're really looking forward to getting out on the Brisbane CBD streets among the unsuspecting CBD workers promoting Fright Night on Thursday.

"This is a great example of mX's adaptability and creativity in building unique client partnerships."

The stunt rivals one that American television network AMC rolled out in July, which aimed to rally support for *The Walking Dead* to be aired by satellite provider Dish.

