

AMC Broken Trail Marketing Campaign Test

OBJECTIVE To identify the most effective promotional materials for AMC's first original two-night movie event, "*Broken Trail*"

ACTION The following media assets were incorporated into an online survey and presented to a qualified sample from E-Poll's proprietary panel:

1 written concept description 2 video trailers 7 print ad concepts 10 taglines

Using E-Poll's MediaSafe® technology, AMC was able to evaluate these media assets in a secure environment. By incorporating all media within a single survey, AMC was able to get faster, more consistent results. The most appealing elements from the tested materials were used to create a truly effective, unified marketing campaign.

RESULTS

- "*Broken Trail*" was the most watched basic cable TV event in 2006*
- Second most watched cable movie in the past 5 years
- Golden Globe Nominee

CONTACTS

Rainbow Media/AMC

Linda Schupack

SVP Marketing

lschupack@rainbow-media.com

(212) 324-4713

Sean Fassett

VP Research

srfassett@rainbow-media.com

(212) 382-5336

E-Poll Market Research

Mary Ann Farrell

SVP Research

mfarrell@epoll.com

(818) 995-4960

Michelle Waxman

SVP Corporate Development

mwaxman@epoll.com

(818) 995-4960

*Source: Nielsen Media Research all individual cable TV telecasts of 2006 (12/26/05 thru 12/26/06) excluding sporting events. Rank on HH Ratings & A2+ delivery



BROKEN TRAIL

EXECUTIVE PRODUCER ROBERT DUVAL

