

# 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

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\*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

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