



**SCREENVISION MEDIA**  
**ABERCROMBIE & FITCH COLLEGE**  
**SCREENING SERIES RECAP**



**EXPERIENCE:** On Nov 14<sup>th</sup> and 15<sup>th</sup>, 2017 Abercrombie and Fitch and Screenvision Media teamed up to bring the newly re-launched A&F to a select number of campuses nationwide as the presenting sponsor of an advance screening of the highly anticipated *Justice League*

**ON-SCREEN:** Abercrombie debuted new creative to an engaged audience at the advance screenings and across the Preview Theatre Network in over 350 campuses!

**ON-CAMPUS:** Abercrombie & Fitch's highly anticipated screening of *Justice League* was promoted all over campuses via posters, e-mail blasts, newspaper ads, screening tickets, radio ads, social posts, giveaway posters and of course word of mouth.

## ABERCROMBIE & FITCH PROGRAM RECAP

# SCREENVISION OVERDELIVERS

## ABERCROMBIE & FITCH CAMPAIGN OVERVIEW

### DEAL OVERVIEW

- :30 Cinema spot
- PG-13 & R ratings
- National Scope
- College Network
- Flight: 10/20/2017 – 11/23/2017





# COLLEGE SCREENING SERIES RECAP

## ENGAGEMENT WITH STUDENTS



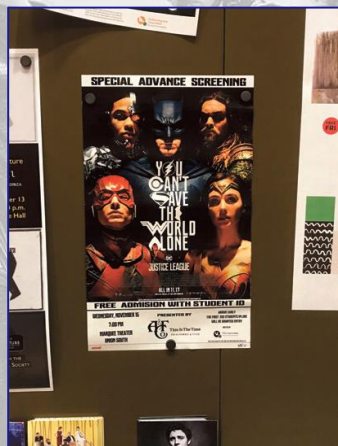
75%

of screening guests  
**recalled seeing** an  
Abercrombie & Fitch  
advertisement

54.9%

of screening guests are  
somewhat, very, or  
extremely **likely to shop**  
at Abercrombie & Fitch





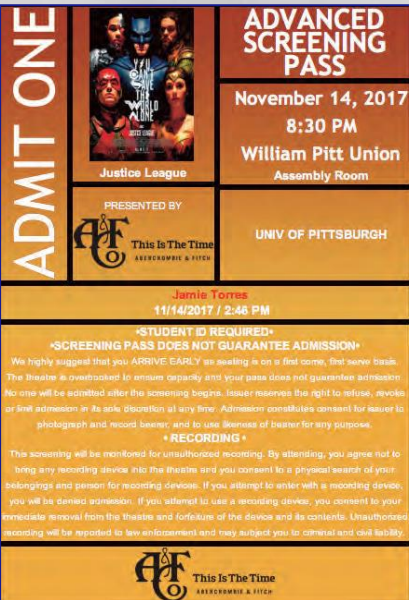
# COLLEGE SCREENING SERIES RECAP

## BUILDING ANTICIPATION ON-CAMPUS

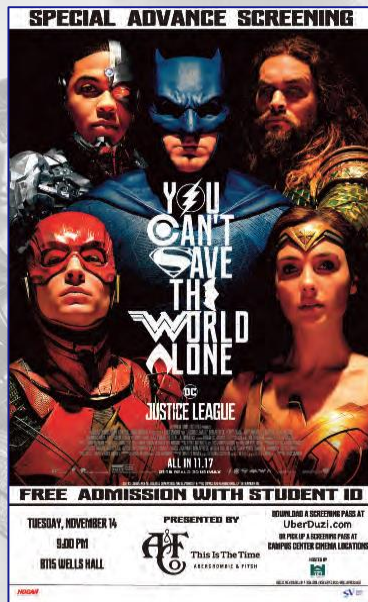




Digital Screening Pass  
(available online)

Physical Screening Pass  
(distributed on-campus)

## On-Campus Ad Posters



Mini Movie Posters  
(distributed at screenings)



# COLLEGE SCREENING SERIES RECAP

## ON-CAMPUS COLLATERAL





**SOCIAL MEDIA HYPE**  
**EVERYONE'S TALKING ABOUT IT**







# COLLEGE SCREENING SERIES RECAP

## PACKED HOUSE AT EVERY CAMPUS!

