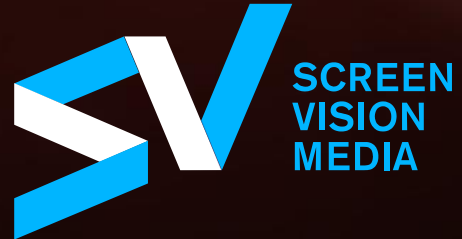




# SCREENVISION MEDIA + HYUNDAI

## DEADLINE STUDIO 2019 SPONSORSHIP CASE STUDY



# SCREENVISION MEDIA + HYUNDAI

## DEADLINE'S STUDIO AT SUNDANCE 2019



### SPONSORSHIP OVERVIEW

- Hyundai was the presenting sponsor of the Deadline Studio 2019 at Sundance Film Festival
- Celebrities who visited the Studio were interviewed and asked “What Drives You?”
- Studio featured Hyundai branding via entrance sign, a step & repeat, lattes with logo in foam, vehicle beauty shots, coffee cups, napkins and pillows
- Hyundai gifted co-branded Yeti Tumblers to talent and studio guests
- All Studio interviews appeared on Deadline.com with :15 Hyundai pre-roll, co-branded intro and logo bug
- Prior to the studio, Hyundai ran an ROS campaign on Deadline.com
- Hyundai received branding via social media coverage of the Studio
- Following the film festival, an exclusive in-cinema custom content piece highlighted Hyundai's sponsorship



# SPONSORSHIP RECAP



## IN 2019, HYUNDAI MADE SERIOUS IMPACT AS A STAR OF SUNDANCE FILM FESTIVAL

**Driving Dialogue:** Hyundai continued to ask actors, producers and directors, their signature question, “What Drives You?,” prompting A-list talent like John Lithgow, Armie Hammer and Octavia Spencer to speak about their personal motivations and passions

**Exclusive Escape:** Hyundai provided a premium lounge environment, complete with extensive Hyundai branding elements, for talent to take a break from bustling Main Street and enjoy some relaxation at the foot of the snowy Park City slopes

**Epic Engagement:** Guests were happy to stay awhile thanks to fun, interactive experiences including a barista who drew the Hyundai logo and celebrities’ faces in latte foam, and a henna artist who created beautiful temporary tattoos including one featuring “What Drives You?”

**Big Buzz:** Digital interviews, social posts and custom content amplified Hyundai’s sponsorship and unique presence within the lounge to consumers and moviegoers across the nation