

Sports Promotion

Client

MUTV (Manchester United TV)

Brief

Launch to potential customers

What we did

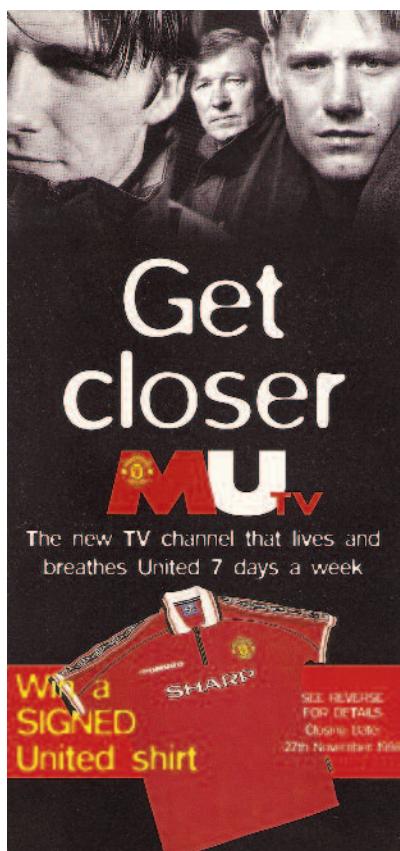
- Negotiated sponsorship with event organisers
- Produced Point of Sale
- Publicised event
- Managed entertainment of VIP guests on the night

Result

5-a-side Masters Football Event at MEN (Manchester Evening News Arena)

Reaction

Client very happy with the event



There's only one

MU
TV

MUTV is the pioneering new TV channel devoted entirely to Manchester United. It provides United fans with exclusive news and features on the star-studded team from 8pm to midnight, seven days a week, 365 days a year.

With exclusive interviews with players, celebrity fans and star guests, MUTV has access to the players, management and behind the scenes stuff at Old Trafford. MUTV is a dream come true for every United fan.

To sign up for MUTV call 0800 010 0000 or 0800 010 0001. For further details call MUTV on 01992 686 688.

For your chance to win a signed United shirt, simply fill in the details and post the coupon on the reverse side and post to: MUTV, Staines Shirt Draw, P.O. Box 11, London SE9 2PA. To arrive no later than 27th November 1998, your name will be entered into a free draw. The winner will be the first name drawn at random from all entries received. Closing Date: 27th November 1998.

TO ENTER FOR THE CHANCE TO WIN A SIGNED UNITED SHIRT

I am an existing MUTV subscriber. Please enter me in the free prize draw

Please send me more information about MUTV - including how to subscribe - and enter me in the free prize draw

I am not interested in receiving further information about MUTV at the moment but please enter me in the free prize draw

Name (Mr/Mrs/Ms/Miss): _____

Address: _____

Postcode: _____

Telephone number: _____

27th November 1998

TO GET CLOSER CALL:
0800 010 0000