



# BE SPONTANEOUS, REACT AND PIGGYBACK ON NATIONAL NEWS WITH AMSCREEN 'EVENT'

'Event' allows brands to whip a weekly audience of 30 million shoppers into a frenzy with a reactive, quirky response to news and events as and when they happen. Your attention grabbing campaign can go live nationwide in less than an hour.



## CAPITALISE ON SPORTING MOMENTS OF GLORY (OR BLUNDERS!)

Big sporting events generate an unprecedented level of passion amongst patriotic fans. Prepare to react to possible scenarios during Wimbledon, The World Cup, The Commonwealth Games, plus many more.

## BRANDS CAN JOIN IN ON NATIONAL CELEBRATIONS

Did you miss an opportunity to toast the royal newlyweds or welcome the royal baby? Good news travels fast and so can your message across our digital network, covering every corner of the UK.



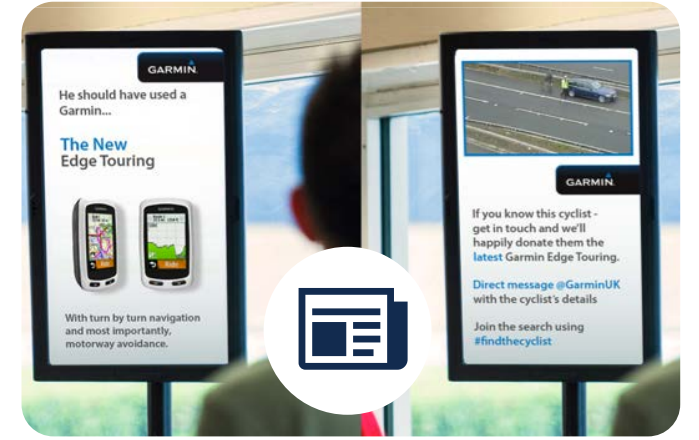
## TAKE CENTRE STAGE DURING BIG TV MOMENTS

The Baftas, The Oscars and The X Factor final stir real interest and opinion amongst the masses. Brands can take shoppers by surprise with a clever reaction to the winners, losers or red carpet mishaps.



## PIGGYBACK ON TOPICAL NEWS

Genius newsjacking responses attract the most attention and buzz. This offers brands a unique timely opportunity to position a product or service as a solution to a problem.



## GET READY TO MAKE NOISE IN JUST 4 SIMPLE STEPS

- 1
- 2
- 3
- 4

Use the Amscreen 'Event' planner to prepare for possible scenarios

Ring 0207 291 9090 to book an immediate campaign

Send us your creative, or brief our in-house design team to produce on your behalf

Increase the reach of your campaign via Amscreen's combined 3.4 million Twitter followers

Get in touch email [info@amscreen.co.uk](mailto:info@amscreen.co.uk) or call 0207 291 9090