



blinkbox unveils first major TV campaign as part of ATL push

'blinkbox to the rescue' ads go live on Thursday 15th November

12 November 2012: Tesco's movie and TV streaming service blinkbox is to launch its first TV campaign this week.

The campaign, which breaks on Thursday (15th November), aims to increase awareness of the service's 'latest releases without subscription' credentials that set it apart from services like LOVEFiLM, Netflix and Sky which offer older content and require monthly subscriptions and contracts.

Conceived by creative agency Karmarama, the TV advert shows a struggling boxer whose fortunes are turned around after his cornermen show him the latest releases between rounds. The opening ad shows the boxer inspired by The Amazing Spiderman. He leaps to his feet and defeats his opponent with a series of moves inspired by the comic book thriller which will be available to buy on blinkbox two weeks before its DVD release. Other variations show the boxer psyched up by TV series True Blood and movies Kung Fu Panda 2 and Magic Mike.

The TV campaign is supported by radio, outdoor, digital out of home and print placements that further hit home the 'latest releases without subscription' message. All advertising includes the phrase 'blinkbox to the rescue', designed to position the service as a solution to 'entertainment woes', particularly of those using subscription services.

The TV ad was written by Karmarama and created by award winning director John O'Hagan whose past credits include ads for Toyota, Budweiser, Range Rover and Halfords. Media planning and buying was overseen by Arena Media. There are four versions of the ad in total, with a 10 second tail with a customer offer.

Kate Simon, blinkbox director of sales and marketing, said: "We want to bring clarity to a confusing and cluttered marketplace by showing that blinkbox offers exactly what consumers want - the latest films and TV without subscription.

"We've used humour to build awareness of blinkbox and position ourselves as a customer-centric brand coming to the rescue of disgruntled movie and TV lovers who have been left on the ropes by subscription services."

[blinkbox](#) is available on a growing number of games consoles, tablets, Smart TVs and PCs/Macs, offering over 15,000 quality movie and TV titles.

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