

# Norton **HD** Case Study 005

## Cincinnati Museum Center “The Alps” OmniMax

**Network Dates:**  
May 24 – 27, 2007  
4 Total Days



As part of the Cincinnati Museum Center's OmniMax experience, the documentary "The Alps" was scheduled to be shown in late May 2007. To promote the event, the Museum Center purchased a 4-day short-term playlist on the NortonHD Outdoor Network.

The creative was changed out daily during the May 24-27 campaign to reflect current showtimes.

Comparing 2006 ticket sales to 2007 ticket sales, the Cincinnati Museum Center **saw an overall 39% increase**. In addition to the exposure on the digital network, the Museum Center also advertised in other media (traditional outdoor, TV spots and print).

This goes to show as part of a media mix, the NortonHD Outdoor Network increases brand awareness and helps drive consumers to your event.