



FOX - FOX+ - OUTDOOR - DIGITAL BILLBOARD - MEXICO, DF

FOX+ REDEFINES MULTIPLATFORM ENTERTAINMENT THROUGH OOH

During the month of November, *LATCOM* created a panregional campaign for *FOX International Channels Latin America* to strengthen the launch strategy for *FOX+*, the most important new multiplatform bet of the year.

Under the "TV Everywhere" concept, the pan-regional campaign leverages a varied mix of *OOH* media in countries like Argentina, Chile, Colombia, Mexico, Peru and Venezuela. The elements included high impact Large Format Digital Displays on major highways, avenues and streets; strategic placement of Street Furniture optimized coverage; elevator wraps in the main shopping centers and pre-established Mobile Billboard routes covered keys areas of each city.

Mexico, Colombia and Argentina represented the most prominent markets for this release, so the campaign was reinforced with unparalleled coverage, with the aim of increasing impact, coverage and frequency at strategic points and on main thoroughfares of each city.

"FOX + is a revolutionary offering in the market. We are redefining "premium" channels in the region taking it to the next level, offering the best content before anyone else, and making it accessible via multiplatform, i.e. anytime, anywhere" said Carlos Martinez, president of FOX International Channels Latin America.

The pan-regional programmer has made this innovative alternative available to the market and seeks to replace its main offering, *Movie City*, with a much more attractive option in terms of content and channels.



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