

Cartoon Network and Cheetos

THE
POWER
OF **PAY-TV**

Pay-TV Information for Advertisers and Agencies



- Cheetos 'ticker' broadcast over Cartoon Network programming.
- Tickers run across the bottom half of the screen in much the same way as they do on news channels.
- 20 Magna Domes up for grabs and over a hundred Beyblade's.
- Received over 1 million SMS entries!
- Emphasizes the power of new technologies and great brands in India.

