

Cartoon Network and Coles

THE
POWER
OF **PAY-TV**

Pay-TV Information for Advertisers and Agencies



- A 360 deal (licensing, S&P and retail) with fresh fruit producer Costa and the supermarket Coles.
- On Pack licence sold to Costa for Powerpuff Girls, Johnny Bravo and Ed Edd and Eddy for their grape bags.
- On air spots driving awareness as well as competition in Coles supermarkets.
- A non traditional advertiser
- 13,000 contest entries

