



Do More Than Watch



TV.com HELPS HEROES FANS CONNECT WITH THE SUPERHERO WITHIN

COMPETITION:

Heroes 2 DVD and Prize Pack Giveaway

CLIENT:

Universal Pictures

COMPETITION OVERVIEW:

To celebrate the launch of *Heroes: Season 2* on DVD, Universal Pictures partnered with CBS Interactive's TV.com to connect with *Heroes* fans; putting the ultimate fan prize pack up for grabs.

With *Heroes* continually rating as the most popular showspace for Australian TV.com users, readers responded to the question, "Which *Heroes* character super-ability would you like and why?". The competition attracted a dynamic mix of creative responses with fans working to discover their 'super hero within'.

The major prize pack (valued at \$250) included a signed copy of *Heroes: Season 2* DVD (signed by Milo Ventimiglia and Masi Oka) and a life-sized standee of *Heroes*' ever-popular and infallible teen cheerleader character Claire (Hayden Panettiere). Nine runners-up won boxed-sets of *Heroes: Season 2* on DVD (valued at \$59.95).

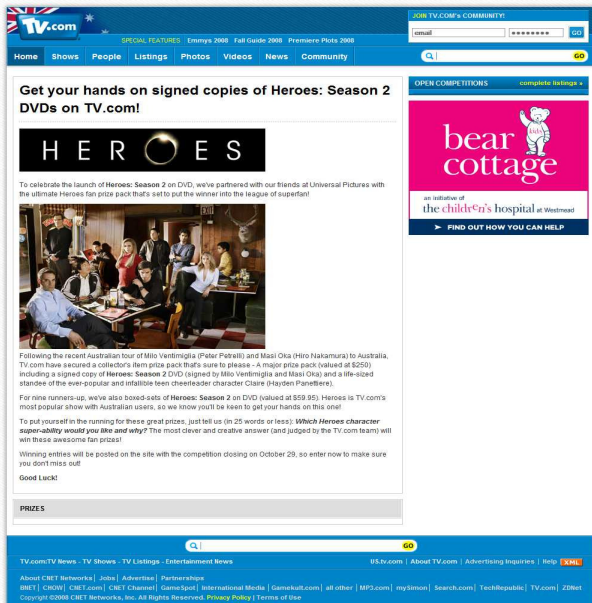
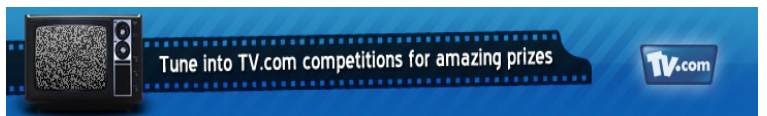
A SNAPSHOT OF TV.COM's READER RESPONSES:

"I would like to fly, besides being the coolest Mum in the world I would also save a million on fuel"

"Matt Parkman who could read people's minds – I'd never be bored again!"

"Claire Bennett's super-ability to heal, I could run with scissors, play with fire and ignore program warnings not to try things at home, sounds fun!"

"Time/space manipulation, so I could speed up the week and have a non-stop *Heroes* marathon. I'd never have to wait for Thursday"



COMPETITION DURATION: 3 weeks
ENTRIES: 157
PAGE VIEWS: 2,301
NETWORK AD CLICK-THRU RATE: 0.15

PROMOTION:

- Network Advertising across TV.com and CNET Australia
- Posting to TV.com Australian forums, *Heroes* show space, Global *Heroes* discussion thread

