



Here for the
drama...

#Go grab the
Butterkist

CREATIVE PRICES
START AT \$1.99

Butterkist

DELICIOUSLY
SWEET & SALTY

The billboard features a yellow background with a large red heart. Two women are shown in a circular frame, one holding a bag of Butterkist popcorn. The text 'Here for the drama...' is written in a large, white, outlined font. Below it, a red heart contains the hashtag '#Go grab the Butterkist'. The Butterkist logo and 'DELICIOUSLY SWEET & SALTY' are also visible on the popcorn bag.



“MMG rose to the occasion at very short notice providing us with a digital van to display our Butterkist creative ‘Here for the drama’, a support van to hold our popcorn and x2 [promotional staff] to hand out popcorn for our publicity stunt outside no.10.

[MMG] really helped us in the logistics and organisation of the event the day before and could not have been more helpful. And on the day the team were flexible in the use of the van to allow us to capture what we needed.”

Chloe Boothby





86,000,000 OTS

“The PR shots and the results were brilliant with the Butterkist work on the van having an OTS of 86 million and we could not have done it without the MMG team!”

Sources: Butterkist, St Lukes



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