

Sony campaign to support “Leverage”

Sony Entertainment Television (SET) has kicked off the channel's most comprehensive series launch campaign to date in support of the South African premiere of the channel's new 13-part drama series *Leverage*, beginning on Thursday, 26 March 2009, at 8.30pm. SET is kicking off the campaign with the distribution of 35 000 themed newspapers in Joburg and Pretoria at a mock *Leverage* crime scene in both cities, with a further 15 000 being distributed in Cape Town. Additionally, there'll be a Pizza Perfect promotion and street pole and illuminated bus shelter ads, print ads, web banners and extensive on-air cross promotion. Grapevine will also distribute 150 000 promotional *Leverage* postcards in bars and clubs nationwide.

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