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**HOMER SIMPSON MAY HAVE HIS HEART SET ON DONUTS, BUT IT WAS BURGERS THAT WERE KING OF THE FILM'S MARKETING CAMPAIGN**

**Consumers who saw Burger King tie-in ads were 40 percent more likely to see "The Simpsons Movie" than people who were only exposed to regular commercials for movie**

SAN MATEO, Calif., August 23, 2007 – Homer Simpson would be proud that it took the allure of burgers to get audiences to see his new film, according to results released today by Integrated Media Measurement Inc. (IMMI), a leading provider of consumer behavior data to media companies and advertisers.

The data, collected by monitoring actual consumer behavior, shows that individuals who watched the Burger King television commercial with "The Simpsons Movie" tie-in in addition to regular movie ads were 40 percent more likely to actually go see the film than those just exposed to the television, radio and in-theatre trailers solely touting the movie.

IMMI panelists experienced either a television, radio or trailer ad an average of 6.1 times between July 4 and August 9, with 9.1 percent of those people going to see the movie. 13.3 percent of the IMMI panelists who saw the Burger King tie-in commercial in addition to regular movie advertising during that same timeframe went to see the movie. When compared only against other advertising seen a similar number of times and in similar places, the Burger King/Simpsons combo still drew 40 percent more people to the theater.

Further supporting the notion that movie tie-in advertising helps drive consumers into theatres is the 7-Eleven "The Simpsons Movie" tie-in radio campaign. IMMI panelists exposed to the 7-Eleven ad in addition to the regular movie campaign (during the period of July 4-August 9) were twice as likely to head to the theatres.

"The tie-ins with Burger King and 7-Eleven helped lift the advertising for the film above the clutter," said Amanda Welsh, head of research for IMMI. "The creative use of tie-ins across two media platforms delivered a significant number of moviegoers into theatres to see the movie. This type of integration between advertiser and content provider results in campaigns that have an impact on consumers."

"The Simpsons Movie" opened July 27 and has grossed more than \$165 million in the U.S.

The study was implemented through a research panel built by IMMI that mirrors U.S. Census results for fundamental demographics in key markets. IMMI provides thousands of panel members across the country a cellular phone, asking them to carry it with them wherever they go. The mobile phone is equipped with a technology that creates digital signatures of all the audible media (television, radio and movies) to which it has been exposed. IMMI can determine viewing audiences, as well as certain types of consumer behavior based on a timeline of when the media was viewed or heard.

Integrated Media Measurement Inc. (IMMI) is the developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media 24/7 and helps businesses evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at [www.immi.com](http://www.immi.com).

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