



Client | **THX**

Campaign Scope

Public relations and promotion

Campaign Summary

THX hired Pacifico to re-invent its brand in a manner that reflects the company's focus in the post Star Wars business world. Research conducted nationwide showed that consumers don't know what THX is or does. Contrary to popular perception, THX does not compete with digital surround sound formats like Dolby and DTS, manufacture home theatre equipment, or design soundtracks or sound effects for films. PR campaign positions what THX does: namely setting standards for how commercial cinemas and home entertainment products are designed and perform, developing technologies for optimizing the home entertainment experience and digitally mastering and QC films for the DVD format.

Bylined articles have appeared regularly across Home Theatre, Games and Cinema publications. We have created strong relationships with video games analysts, expanding to automotive and home entertainment and broadened media relations to cover multi-media product reviewers (Extreme Tech, PC Magazine, Cnet), Film Journal, Variety and The Hollywood Reporter

Thirty-eight broadcast clips from networks, cable stations and affiliates resulted from B-roll produced as a tool for major announcements (EA/THX Certified Games) and a video news release (VNR) to highlight 20th anniversary and drive holiday product sales (Games, DVD, Home Theatre). The estimated total in advertising equivalency is \$175,000 for this one activity.