

Spotlight Cinema Networks Begins Running FIAT Brand Advertising Campaigns

NEW YORK, NY, May 27, 2015 –Spotlight Cinema Networks, the industry leader in reaching affluent movie-going audiences, began running two advertising campaigns from the FIAT brand earlier this month. The two spots feature the Fiat 500 and the all-new 2016 Fiat 500 X Crossover.

The 30-second spot “[The FIAT 500X Blue Pill](#),” playfully and cheekily introduces the FIAT brand’s all-new cross-over 2016 FIAT 500X. Filmed in the cities of Pitigliano, Italy, and Sorano, Italy, the spot follows the epic journey of a blue pill as it slips through the fingers of an amorous gentleman, skipping across rooftops, down a drain pipe, bouncing off villa walls, pinging across café tables and eventually dropping into the open fuel tank of a Fiat 500. Almost instantly, the vehicle becomes a “bigger, more powerful and ready for action” cross-over 2016 Fiat 500X.

“The FIAT 500X Blue Pill” spot runs across all screens in Spotlight’s coveted Trailer Pod, just prior to the upcoming movie trailers when the house lights are dimmed. It will be the last content in the Trailer Pod where viewer recall is at its highest.

The FIAT brand’s 60-second spot, dubbed “[Big Italian Family](#),” shows a stylish red Fiat 500 running through streets and warehouses with an ominous-looking black SUV in hot pursuit. The chase culminates with the smaller Fiat 500 backed up on the edge of a dock almost headlights-to-headlights with the SUV. Suddenly, five other Fiat 500s in various colors, including the Fiat 500X, the Fiat Abarth and the Fiat 500L, come screeching out of nowhere to line up with the red Fiat 500 as the off-screen announcer intones, “The Fiat 500 isn’t alone anymore – it’s part of a big Italian family.”

The “Big Italian Family” spot runs in Spotlight’s compelling preshow. Twenty percent of Spotlight screens, in the top 10 DMAs, include a digital preshow that is content rich and engaging. The Fiat brand has partnered with Spotlight Cinema Networks on content starting in 2011.

Both spots, which can also be viewed at FIATUSA.com and the brand’s official [YouTube Channel](#), were created by The Richards Group. The campaign began May 22 and runs through July 2, 2015.

“Once again the Fiat brand has delivered highly entertaining and visually sophisticated spots that convey the appeal of its cars,” said Michael Sakin, President, Spotlight Cinema Networks. “These spots will delight and amuse the contemporary and influential audiences who visit the luxury exhibitors and iconic independent film theatres in our network across the country. Our exclusive Trailer Pod and

engaging pre-show in top DMAs is the ideal setting to showcase these deeply engaging spots.”

“FIAT's urban-minded, culture-driven consumer thrives on immersion; at the heart of our consumer is a desire for experiences that make life richer,” said Casey Hurbis, Head of Communications, FIAT Brand North America. “The brand sought out media spaces that allowed us to introduce the all-new 2016 FIAT 500X cross-over in a meaningful way and Spotlight Cinema Networks introduces the right audience with the right environment. Specifically those seeking out local experiences that bring culture and refinement close to home.”

About Spotlight Cinema Networks

Spotlight Cinema Networks is the industry leader in reaching a unique audience of affluent, educated, influential adults within a sophisticated cinema environment. Spotlight provides a unique advertising program tailored to the desirable, upscale adult 18+ cinema audience via premier, luxury theatres screening independent and “smart” Hollywood films. Spotlight Cinema Networks is owned by Mark Cuban, Todd Wagner and Arthouse Marketing Group, and represents the top exhibitors in this genre, including segment leaders Angelika Film Center, Laemmle Theatres, Landmark Theatres, Cinepolis, CineBistro and Look Cinemas. The company is headquartered in Los Angeles, CA, with offices in New York and Chicago.

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