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ECP Reminds Audiences That Films Were Made for the Big Screen

GRAND RAPIDS, Mich/HOLLYWOOD, Cali—In an era where movies can be watched instantly and anywhere from the palm of your hand, there comes a time to be reminded of the way films were made to be seen.

Earlier this past summer, in collaboration with the National Association of Theater Owners (NATO) and members theaters, Midwest-based advertising and creative firm, Extra Credit Projects (ECP) helped to create a campaign to promote the value of the movie-going experience.

The campaign highlighted major summer blockbusters, including *The Amazing Spider-Man 2*, *Maleficent*, *How to Train Your Dragon 2*, *Transformers: Age of Extinction*, *Dawn of the Planet of the Apes*, and *Planes: Fire & Rescue* among others.

“We can watch movies from anywhere these days,” said Rob Jackson, Principal and Creative Director of ECP. “But you can’t replicate the experience of physically going to the theater.”

From May to August the fully integrated campaign reached audiences from multiple touch points with outdoor, print ads, radio spots, video content, web ads, and non-traditional tactics.

To see the full campaign from Extra Credit Projects, visit extracreditprojects.com/work/nato For more information, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.