

Splashing out with dirty sexy money

M-Net and Mindshare recently chose The Letter Corporation (TLC) to assist in boosting support of its popular Thursday evening blockbuster series 'Dirty Sexy Money'. To grab the attention of entertainment-seeking weeknight TV viewers, cheeky creative has been applied to supersized decals in the washrooms of Ster-Kinekor and Nu-Metro cinemas in Johannesburg, Pretoria, Cape Town and Durban for a one-month period.



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“After enjoying enormous success with its Ugly Betty, High School Musical, Chuck, Eli Stone and Army Wives washroom campaigns, and as Ugly Betty scooped a Roger Garlick award for the execution, M-Net again relied on Mirror Decals as an element of the Dirty Sexy Money advertising strategy,” says Lee Curtis, TLC’s national sales manager.

The category exclusivity offered by TLC allows advertisers to dominate the washroom environments for the duration of the campaigns throughout 30 of South Africa’s most frequented cinema sites. The average monthly traffic through these venues is exceptional, according to TLC, and approximately 90% go to the washroom.

Dirty Sexy Money is the US hit show about Nick George, who’s leading the perfect life as an idealistic lawyer, until his father’s suspicious death. The wealthy Darlings family of New York has asked him to take over his father’s job as their personal lawyer, but the money that will allow him the freedom to be an altruistic do-gooder is only part of the picture. That same money pulls him into the dubious doings of the Darling clan, proving that you can’t be filthy rich without getting a little dirty in the process.

Dirty Sexy Money features on M-Net channel 101 each Thursday evening.

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