

Avance



RIGHT ON TARGET!

## Essence Magazine's AIDS Movie Screening

### Challenge

*Essence Magazine*, a national women's ethnic magazine, in conjunction with a small Africa American-owned independent film company and a worldwide beverage company decided to host a kick-off movie screening in Detroit. When the decision was reached to host the Detroit premier, the challenge was executing a quality event on a very tight deadline. The award-winning film and the event needed to inform African Americans between the ages of 18 to 35 about the AIDS epidemic and encourage this target audience to use preventative methods.

### Solution

Avance coordinated and promoted the advance screening of the award-winning film as well as a VIP reception for the target audience. Avance managed all event coordination and logistics including but not limited to creating the guest lists and ticket distribution. The Avance team secured the venue, managed refreshments, entertainment and logistics. Avance localized the press information and coordinated all media relations activities. Avance's efforts garnered significant media attention including the Detroit Free Press, the Detroit News, WJBK Fox-2 – morning and evening news, WMXD's the Tom Joyner morning show, The Michigan Chronicle and many other news outlets. Even with a very short roll out window, Avance's efforts resulted in a well-attended and successful screening. An excerpt from a thank you letter sent to Avance by the special events director of Essence stated, "The Detroit event was one of the best attended screenings and it received the most media attention. You have certainly demonstrated that Avance Communications can be a vital marketing partner... Again, I am extremely appreciative of your team's dedication..."

