

BRANDWEEK

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Tools of the Trade

By Christine Bittar



Loews Makes Gift Of Holiday Cards

Some movie gift cards will look a bit snazzier this holiday season, in addition to being another promotional tool for movie studios to keep their releases top of mind.

Loews Cineplex, teaming with New Line Cinema and Universal Pictures, last month began offering special movie collector (gift) cards, printed with images of youth-friendly films *Dr. Seuss' The Cat in the Hat* and *The Lord of the Rings: The Return of the King*, instead of traditional paper gift certificates. The gift cards will be promoted in theaters with signage, floor decals and counter cards, in addition to pre-feature movie trailers. —C.B.

Program: Loews holiday gift cards

Marketer: Loews Cineplex, New York

Agency: D.L. Blackman, New York

Key Players: Loews: John McCauley, svp-marketing; DLB: Diane Blackman, president