

Press release



Under embargo until 06.01 Thursday 9th October 2008

VirginMedia.com in homepage hijack firsts

ids, the convergent advertising saleshouse, has today revealed that portal, Virginmedia.com will be running two media firsts on the Virgin Media homepage over the coming week. The in-house team are building bespoke rich-media creative for both **Pizza Hut** and **Universal Pictures** to hijack the homepage, the first time this has been done with a rich-media wraparound.

In the first deal, Pizza Hut will hijack the homepage on Wednesday 8th October, using a mix of rich-media banners, MPUs and margins. The campaign, to promote the new range of pasta dishes available at Pizza Hut will feature a series of messages that users can interact with. When they click on one of them a rich-media creative will burn through the homepage with a Pizza Hut logo changed to **Pasta Hut**.

Claudia Nicholls-Magielsen, Marketing Director Restaurants for Pizza Hut said: "We are giving a message of change, both with our name change to Pasta Hut and in using different ways of communicating with our customers, like this Virgin Media Homepage hijack. We are confident people will be positively surprised when they come to our restaurants and check out for themselves exactly how much has changed -from our new and improved menu with a new pasta range to our new look restaurants."

The one day hijack, which kicks off a campaign of supporting media across the site, was brokered by Cat Agostinho, Vanessa Wolff and Joanne Coombs on behalf of Starcom and Rebecca Merchant and Angeline Lodhia for ids.

The second media first is set to happen on Monday 13th October when Universal Pictures will hijack the Virgin Media homepage for 24 hours to promote the DVD release of **The Incredible Hulk**. The bespoke rich-media creative will wrap around the homepage and The Hulk will burst from the screen.

In a bold move, the Virgin Media logo will change from the iconic Virgin Red to The Hulk's green. The DVD will also be promoted by pre-rolls on the homepage e-player and a further campaign across the site. The groundbreaking agreement was brokered with Mediacom by Steve Doyle, **ids**.

Ends –

For more information please contact
David Morrow at ids on 020 7693 8831
or e-mail david_morrow@idigitalsales.co.uk

About ids

ids is the advertising sales house for Virgin Media Television, UKTV, Setanta Sports, Virginmedia.com and Virgin Mobile. We are wholly owned by Virgin Media – the first company to provide customers and advertisers with a combined TV, mobile, on demand and online proposition.

Our mission is to help brands make the most of a convergent world. We work with advertisers and brand owners to develop cross-platform campaigns that connect with customers on a deeper and broader level than has previously been possible.