



Mog's
Christmas Calamity

A TRANSMEDIA STORY

HarperCollinsChildren'sBooks

Sainsbury's



Save the Children®

A UNIQUE PARTNERSHIP

SLIDE

03



ANN-JANINE MURTAGH

EXECUTIVE PUBLISHER

HARPERCOLLINS
CHILDREN'S BOOKS
AND DIGITAL



CATH WILKINS

HEAD OF CONSUMER PR;
FOOD & BRAND

SAINSBURY'S

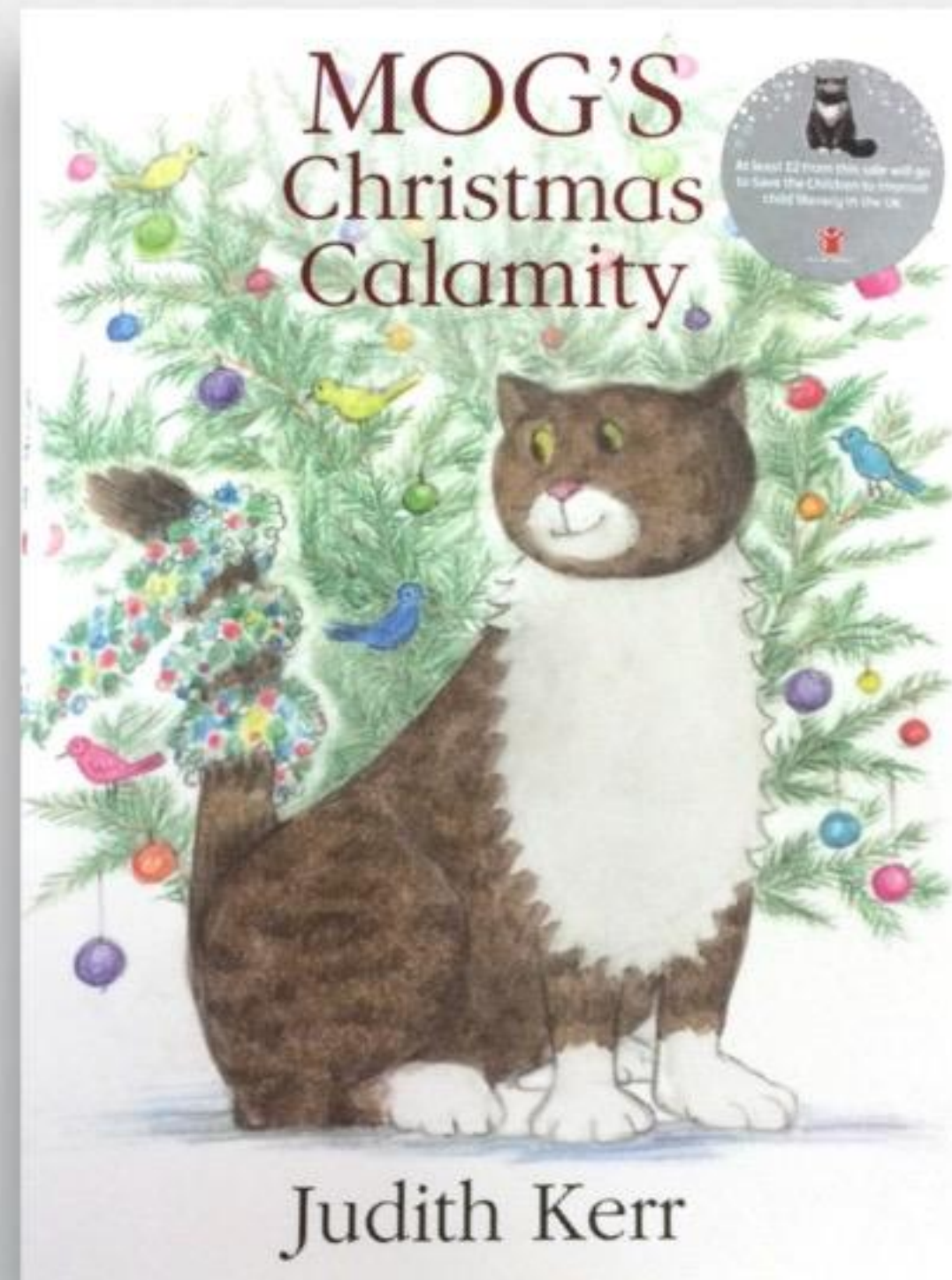


GARETH JENKINS

DIRECTOR OF UK POVERTY
POLICY, ADVOCACY & CAMPAIGNS

SAVE THE CHILDREN

A TRANSMEDIA APPROACH



OUR AUTHOR: ALWAYS AT THE HEART OF THE STORY

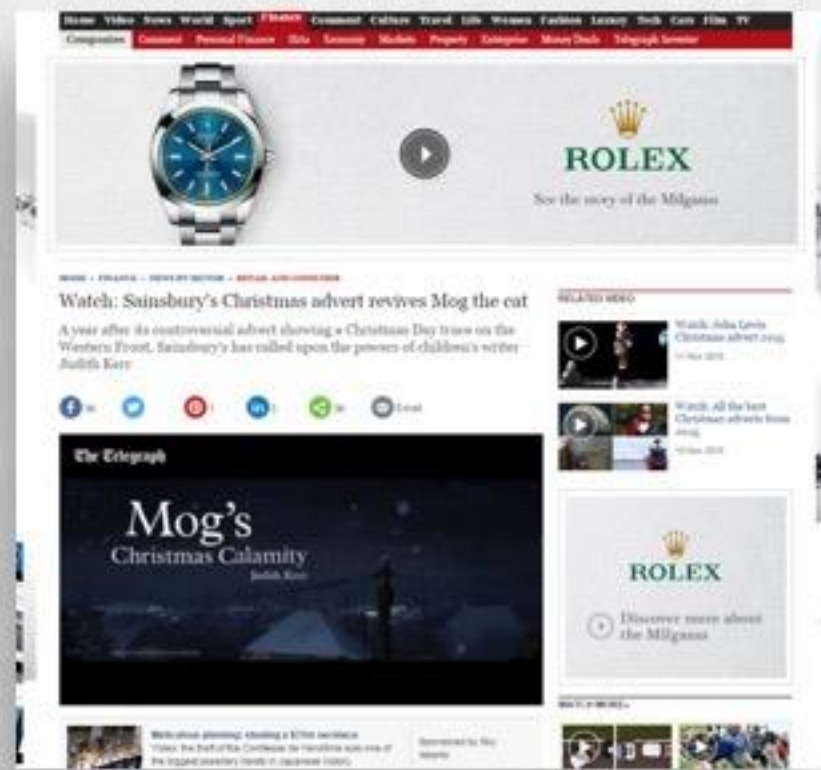
SLIDE

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*Celebrating
the nation's
favourite cat!*

THE MEDIA RESPONSE - #MOGMANIA!



Going mad for Mog over 413 pieces of media coverage

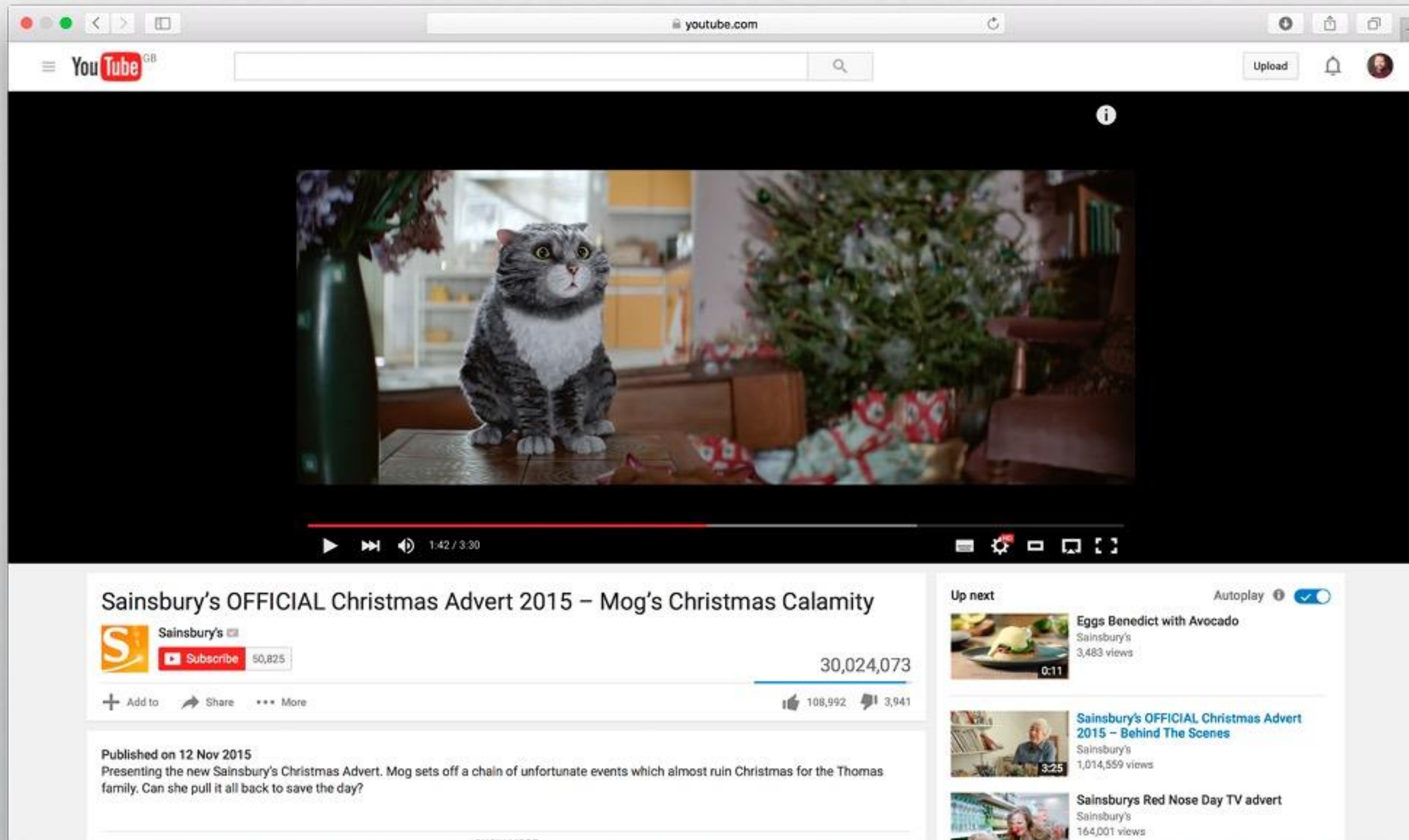


Sainsbury's

**CHRISTMAS IS
FOR SHARING
-
A PHENOMENAL
SUCCESS**

CHRISTMAS IS FOR SHARING - A PHENOMENAL SUCCESS

09



The screenshot shows a YouTube video player interface. The video title is "Sainsbury's OFFICIAL Christmas Advert 2015 - Mog's Christmas Calamity". The video has 30,024,073 views, 108,992 likes, and 3,941 dislikes. The video description states: "Published on 12 Nov 2015 Presenting the new Sainsbury's Christmas Advert. Mog sets off a chain of unfortunate events which almost ruin Christmas for the Thomas family. Can she pull it all back to save the day?". The video player shows a cat sitting on a table in a living room with a Christmas tree in the background. The video progress is at 1:42 / 3:30.

Sainsbury's OFFICIAL Christmas Advert 2015 - Mog's Christmas Calamity

Sainsbury's [Subscribe](#) 50,825

30,024,073

108,992 3,941

Published on 12 Nov 2015
Presenting the new Sainsbury's Christmas Advert. Mog sets off a chain of unfortunate events which almost ruin Christmas for the Thomas family. Can she pull it all back to save the day?

Up next

- Eggs Benedict with Avocado Sainsbury's 3,483 views
- Sainsbury's OFFICIAL Christmas Advert 2015 - Behind The Scenes Sainsbury's 1,014,559 views
- Sainsbury's Red Nose Day TV advert Sainsbury's 164,001 views

*Our ad
had over
37m views
(across
YouTube,
Facebook
& Twitter)*



Save the Children®

**CREATING
READERS OF
THE FUTURE
-
THE LEGACY**

**OVER £1.6M RAISED
FOR CHILDREN'S
LITERACY IN THE UK**



CREATING READERS OF THE FUTURE - THE LEGACY

SLIDE

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By 2025: Every child in the UK to read well by the age of 11



Save the Children.



Mog's
Christmas Calamity

A TRANSMEDIA STORY