

EMG Sponsored Digital LA's September Movie Marketing Panel

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LOS ANGELES, CA – Earthbound Media Group (EMG) recently sponsored Digital LA's Movie Marketing Panel for the month of September. Held on the FOX Studios lot in the Zanuck Theater on September 29, 2009, the EMG-sponsored event attracted a crowd of more than 275 attendees comprised of entertainment industry professionals. There, EMG Chief Visionary Officer and Managing Partner Damien Navarro provided the event's opening remarks, giving a brief introduction of panelists along with the current state of movie marketing.

“EMG was honored to have been given the opportunity to sponsor last month's Digital LA panel event,” said Navarro. “Having worked with major clients including 20th Century Fox and Universal for multiple projects, EMG has had knowledgeable, hands-on experience with regard to the online, social and mobile topics discussed by the industry experts. While this event had relevant takeaways, it also gave EMG the opportunity to further introduce ourselves to LA's entertainment and interactive community.”

The Digital LA Movie Marketing Panel included major marketing executives from Universal Pictures, 20th Century Fox and Lionsgate. In addition to discussing the digital marketing landscape, the panelists specifically focused discussions surrounding marketing strategy for blockbusters versus indie films, marketing movie timelines, effective online tools and techniques used for viral film promotion and ideal marketing campaign case studies synchronizing online and offline efforts.

Visit digitalla.net/movie.htm to view photos and read exclusive attendees' tweet-notes for a recap of the event from start to finish.

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About Digital LA (www.digtalla.net)

Digital LA is a casual networking and events organization based in Los Angeles comprised of professionals in online entertainment, technology, marketing, and advertising. Attendees to the Digital La events come from companies such as the WB, Sony, FOX, Paramount, MySpace, Google, Yahoo!, Disney, Universal, CAA, WMA, ABC, NBC, Activision, EA, and other entertainments studios, agencies, and technological companies.

About EMG (www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

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[You can find this press release here](#)