



## 2018 MTV EMAS CONNECTS FANS TO AMPLIFY BRANDS AROUND THE WORLD



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*TikTok* Short-Form Video Platform to Sponsor Red Carpet

Paramount Pictures' *Overlord* Confirmed as Main Show Sponsor

14 Local agreements signed include Samsung, Pepsi, Vodafone and Havaianas

LONDON/NEW YORK, Friday 26<sup>th</sup> October 2018 – MTV's biggest global music event, the 2018 MTV EMAs, has generated a number of strategic sponsorship agreements including the first-ever worldwide partnership with leading short-form video platform, *TikTok*, headline sponsorship from Paramount Pictures for its latest movie release, *Overlord*, and 14 local deals in key markets such as China, Brazil, France, Germany, Italy and Spain.

*TikTok* is the global platform for creating, discovering and sharing short-form



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videos. The unique multi-platform partnership package provides *TikTok* with an opportunity to invite its brand ambassadors, Laura Edwards (@LaurBubble) and Casper (@theofficialcasper), onto one of the industry's most high-profile red carpets where they will capture their own unique brand of content with some of the biggest and most inspiring names in creative entertainment, to share exclusively with the *TikTok* audience.

Additional activations include the integration of a *TikTok Challenge* during the red carpet, three consumer-facing competitions in France, Germany and the UK, and sponsorship of the EMAs 'Best Look' award which last year was won by ZAYN. The *MTV EMAs Red Carpet Presented by TikTok* will also feature the *TikTok* logo throughout and for the first time ever, the Red Carpet Show will be live streamed exclusively as a simulcast via *TikTok*.

Paramount Pictures' thrilling, pulse-pounding action adventure movie with a twist, *Overlord*, which is due for global release from 7<sup>th</sup> November, will feature as the main show international sponsor of the *2018 MTV EMAs*. Activity includes on-air, digital and on-the-ground, including an EMAs city take-over marketing campaign in Bilbao and an advertising takeover of the EMAs Snapchat Our Story.

A combination of local and global brands have also confirmed single-market partnerships for the *2018 MTV EMAs*: *Raiffeisen Club* (Austria); *Havaianas*, *Riachuelo & Samsung* (Brazil), *Pepsi & vivo* (China), *Viafree* (Denmark), *Mr Green*



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(Finland), *Krys* (France), *Köstritzer* (Germany), *Saikebon* (Italy), *Skyy Vodka* (South Africa), *Vodafone* (Spain) and *hmv* (UK).

“The EMAs transcends all other events in terms of star power, sheer scale and unmissable moments, attracting fans in their millions on every platform around the world,” commented Lee Sears, Senior Vice President & Head of *Viacom Velocity*. “Given that MTV reaches almost half of the world’s global youth, there’s no-one better to help make *TikTok*, *Overlord* and our locally-signed partners stand out in a crowded market place and inspire hard to reach audiences through innovative and impactful activations in every corner of the globe.”

Stefan Heinrich, Head of Global Marketing, *TikTok* added: “We are delighted to be the red carpet partner for the *2018 MTV EMAs*. The night is one of the biggest global music celebrations of the year. The talent and creativity showcased at this event is highly in-tune with *TikTok*’s brand vision. We are proud to bring this spirit and the *MTV EMAs* experience to the hundreds and thousands of users and creators on our platform.”

The *2018 MTV EMAs* will air live around the world from Bilbao Exhibition Centre, Spain, on Sunday 4<sup>th</sup> November at 9pm CET and across MTV’s global network of channels in more than 180 countries and territories, reaching in excess of half a



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billion households around the globe.

Viacom Velocity International is the advertising sales and brand solutions arm of Viacom International Media Networks, owner of iconic multi-platform entertainment brands such as MTV, Nickelodeon and Comedy Central, and major tent-pole events including the *MTV EMAs*, *Nickelodeon Kids' Choice Awards* and *Isle of MTV Malta*.

### NOTES FOR EDITORS:

Executives - Lee Sears, SVP & Head of Viacom Velocity and Stefan Heinrich, Head of Global Marketing, TikTok, are available for interview

Artwork - Logos, headshots and examples of the filter are available here:

<https://viacom.box.com/s/g7hj3r7iq9697gs7ofixau16dx3ig3hi>

*Overlord's* sponsorship of the *2018 MTV EMAs* forms part of a wider agreement with Paramount Pictures which includes a primetime sponsorship block on Paramount Network Spain, late night Paramount Network channel sponsorship in the UK, on-air sponsorship on Game One in France and additional Snapchat ad takeovers on MTV Snapchat international and MTV France Snapchat Discover.

### ABOUT VIACOM INTERNATIONAL MEDIA NETWORKS



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Viacom International Media Networks (VIMN) is home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in more than 180 countries. Viacom's media networks, including Nickelodeon, Comedy Central, MTV, VH1, Spike, BET, CMT, TV Land, Nick at Nite, Nick Jr., Logo, Nicktoons, TeenNick, Channel 5 (UK), Telefe (Argentina) and Paramount Channel, reach over 4.3 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment. For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/viacom](http://www.twitter.com/viacom)

### ABOUT TIKTOK

TikTok is a destination for short-form mobile videos. Our mission is to capture and present the world's creativity, knowledge, and moments that matter, directly from the mobile phone. TikTok enables everyone to be a creator and encourages users to share their passion and creative expression through their videos. TikTok is based in Los Angeles, with global offices in London, Tokyo, Seoul, Shanghai, Beijing, Singapore, Jakarta, Mumbai, and Moscow. In early 2018, TikTok was one of the most downloaded apps in the world. TikTok is available worldwide for iOS and Android. Visit [tiktok.com](http://tiktok.com).

### PRESS CONTACTS



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