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Wrestlemania XXVII is here!

For all you wrestling fans out there, we're sure you'll be excited to hear that **WrestleMania XXVII** will be coming out on DVD this July!

WWE's biggest event of the year, **Wrestlemania** sees all the biggest WWE superstars come together and battle it out in a series of exciting matches, and now you can see the latest spectacular event whenever you want.

Hosted by "The Rock", **WrestleMania XXVII** is packed with never seen before footage and features a host of your favourite WWE Superstars, including Triple H, The Big Show and everyone's

This year Triple H tries to done before and put an winning streak.

Alberto Del Rio strives to Heavyweight Champion E fan-favourite John Cena t Championship – this will

And on top of that, Snooki from cult TV show Jersey Shore, tea Trish Stratus and John Morrison who are out to punish the tea Zigler.

You will also be able to see DVD Legendary Moments, exlus the entire WWE Hall of Fame 2011 induction ceremony.

WrestleMania XXVII hits the shelves from 4th July and is av and triple-disc Blu ray from all good retailers and [www.Silv](#).

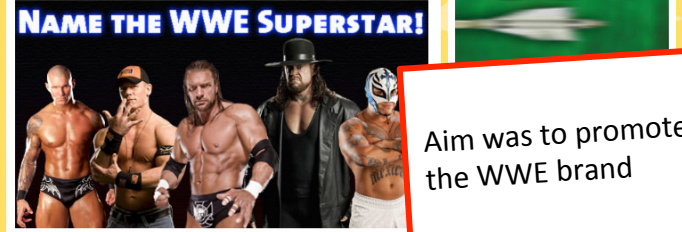
For a sneak peek of what you can expect, check out the trailer



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Can you name the WWE Superstar?



This week WWE's biggest event of the year came out on DVD, **Wrestlemania XXVIII**!

Wrestlemania sees all the biggest WWE superstars come together and battle it out in a series of exciting matches, and now you can see the latest spectacular event whenever you want.

[Click here to find out more](#)

It's the must-have DVD for any WWE fan! And since we know loads of you are big WWE fans, we thought we'd set you a challenge to see just how good a fan you are.

Fun Kids

Robot from our Breaka he's not that good at a phrases!

Listen to each clip and Superstar Robot is tryin the end you could win y XXVIII!

So time for you to name the WWE Superstar!

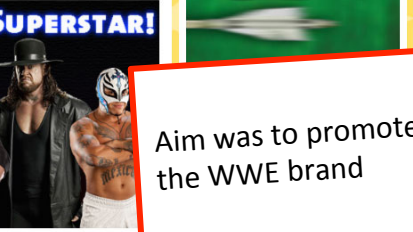
To get things going, we've started off with an easy o

Clip 1



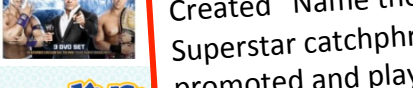
Wrestlemania XXVII is out now on Blu-Ray and DV, retailers and online at [www.silvervision.co.uk](#)

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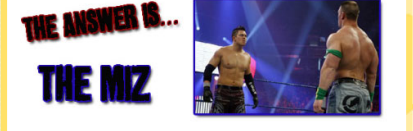
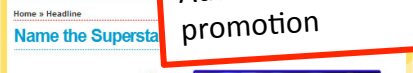
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Name the Superstar



Well done! You know your stuff! Can you make it two for two?

Clip 2



Wrestlemania XXVII is out now on Blu-Ray and DVD and will be available at all good retailers and online at [www.silvervision.co.uk](#)

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WWE Wrestlemania

Campaign Overview

Aim was to promote the new DVD release in a way that would engage families with the WWE brand

Multi-platform competition – regular live presenter reads for 1 week providing Fun Kids endorsement and offering data capture opportunities

Created “Name the WWE Superstar” Online game where kids had to guess which Superstar catchphrase our Robot presenter was trying to say. This was also promoted and played on air for further exposure

Additional online activity, including dedicated pages, hosting videos and newsletter promotion

Campaign Overview

- On Air activity reached over 127,000 listeners, generating 382,000 impacts and each listener on average hearing 3 promotes for the DVD release
- 480 competition entrants and 42% opt-in data which was shared with client
- 1,683 pageviews for WWE pages and over 300 people played the “Name the WWE Superstar” game