

# SLING TV ENTICES LIVE TV LOVERS WITH CHOICE AND CONTROL IN NEW AD CAMPAIGN

- Campaign spans television, digital, mobile, social, out-of-home and new media platforms
- The Martin Agency debuts as Sling TV's new agency of record

ENGLEWOOD, Colo., March 12, 2018 /PRNewswire/ -- Sling TV, America's number one live TV streaming service, today unwrapped a new multimedia marketing campaign – "[We Are Slingers](#)." The national campaign spans television, digital, mobile, social and out-of-home ads as well as new media platforms, positioning Sling TV as the most flexible live streaming service on the market today, providing more choice and control than any other over-the-top (OTT) provider.

"Slinging is about breaking norms and connecting people with TV that satisfies through choice and control at a reasonable price; it's a way of life," said Colleen Sugarman, head of Marketing at Sling TV. "Anyone can be a 'Slinger' and invite their friends to enjoy the choice and control that only Sling TV can offer; after all, millions are doing it."

"We're so excited about our new partnership with Sling TV and couldn't be prouder of our first campaign. It's memorable, entertaining, provocatively fun and informative," said Karen Costello, chief creative officer at The Martin Agency. "We're competing for attention not just with our client's competitors, but with everything people are consuming as content. The cheeky misdirect and play on the name is super sticky and a great way for Sling TV to be part of the conversation about TV 'lifestyle' viewing options."

## 'We Are Slingers' Campaign Elements

In addition to the new commercials, elements of "We Are Slingers" include a dedicated [landing page](#), a new look and feel for the [sling.com](#) homepage, digital, mobile, new media and out-of-home ads, paid and organic social posts, YouTube videos, pre-roll and OTT video ads, paid search, in-device promotions on Sling TV supported devices and other direct-to-consumer promotions. Additional spots will roll out to the general market in the coming months.

For more information on Sling TV, visit [sling.com](#) and view the new campaign on [Sling TV's YouTube channel](#).

## The Martin Agency Joins as Newest 'Slingers'

The Martin Agency, Sling TV's new agency of record, created and produced the "We Are Slingers" campaign.

"As the leading live TV streaming service, we needed an agency partner who could help us inform consumers about how Sling TV is the best way to watch live TV," said Sugarman. "The Martin Agency's strong history of navigating highly competitive industries to successfully deliver for their clients made them the ideal choice."

"Sling TV is a category disruptor with aggressive goals in 2018—our kind of company. Their customer focus and ambitious spirit to break down barriers and challenge consumers has our team very excited," said Chris Mumford, president of The Martin Agency. "We will challenge the conventions of this category and use all our marketing muscles to make sure Sling TV wins."

The Martin Agency will manage strategic planning, creative development and production efforts for the Sling TV brand moving forward.

## About Sling TV

Sling TV L.L.C. provides over-the-top television services, including general market, Latino and International live and on-demand programming. Sling TV is America's number one live TV streaming service, based on the number of subscribers publicly reported as of March 1, 2018. It is available on smart televisions, tablets, game consoles, computers, smartphones and other streaming devices. Sling TV offers two domestic streaming services that collectively include more than 150 channels and programming content from Disney/ESPN (Sling Orange/single-stream only), Fox (Sling Blue/multi-stream), NBC (Sling Blue/multi-stream), NFL Network (Sling Blue/multi-stream), NBA TV, NHL Network, Pac-12 Networks, HBO®, SHOWTIME, STARZ, AMC, A&E, Turner, Scripps, GSN, Hallmark, Viacom, EPIX, AXS and Univision. Additionally, Sling TV offers a suite of standalone and add-on Spanish-language services and packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling TV also provides more than 300 channels in 22 languages across multiple devices to U.S. households. Visit <https://www.sling.com/>.

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