



# DMNS Submission for GSCA Award Best Film Launch by a Theater


# Extreme Weather Social Campaign

- Total Reach: 85,268
- Total Frequency: 3.3x
- Total Impressions: 279,177
- CTR: 0.2%
- ROAS: 7.5x

Suggested Post


**Denver Museum of Nature & Science**  
Sponsored (demo) · 🌐

Think you have what it takes? Experience Extreme Weather today. Tickets at [dmns.org/imax](https://dmns.org/imax)



**Playing chicken with a 400-foot wall of ice**

[Book Now](#)



**Standing in the line of fire... literally**

[Book Now](#)


53 Likes · 1 Share

Like Comment Share

Suggested Post

**Denver Museum of Nature & Science**  
Sponsored (demo) · 🌐

See how extreme weather is affecting our climate in this thrilling visual adventure. Now showing at the Denver Museum of Nature & Science.



**See Extreme Weather 3D**  
Nature like you've never seen it.

[DMNS.ORG/IMAX](https://dmns.org/imax)

[Book Now](#)


120 Likes · 1 Comment

Like Comment Share

Nora Lee Rioux and Marissa Strobel like Denver Museum of Nature & Science.

**Denver Museum of Nature & Science**  
Sponsored (demo) · 🌐

Braving wild fires, glacier breaks and tornadoes: studying climate change in action. Now showing at the Denver Museum of Nature & Science.



**Experience Extreme Weather 3D**  
Breathtaking. Ferocious. Global.

[DMNS.ORG/IMAX](https://dmns.org/imax)

[Book Now](#)

671 Likes · 37 Comments · 89 Shares

Like Comment Share

Suggested Post

**Denver Museum of Nature & Science**  
Sponsored (demo) · 🌐

The connection between calving glaciers, tornadoes and wildfires? Climate change! Now showing at the Denver Museum of Nature & Science.



**Experience Extreme Weather 3D**  
Breathtaking. Ferocious. Global.

[DMNS.ORG/IMAX](https://dmns.org/imax)

[Book Now](#)

671 Likes · 37 Comments · 89 Shares

Like Comment Share





# TIV Social Post

Posted 2/12/17

## Twitter\*

3,463 impressions  
197 engagements

## Facebook\*

Post impressions: 341,298  
Post engagements: 20,502

## Website

Upcoming films: 140,149 page views  
This was our 4<sup>th</sup> most visit page during Extreme Weather 3D's run after home, current exhibitions and Vikings

\*All metrics were achieved organically - no dollars were spent on this post


 **Denver Museum**  
@DenverMuseumNS

It's here! The tornado intercept vehicle from [#ExtremeWeather3D](#) is at [#DMNS](#) until 3/2. Check it out! [#TIVatDMNS](#)  
[dmns.org/museum-blog/P...](http://dmns.org/museum-blog/P...)



11:01 AM - 14 Feb 2017

4 Retweets 16 Likes 

 **Denver Museum of Nature & Science**  
February 12 · 🌐

It's here! The Tornado Intercept Vehicle (TIV2), captained by Sean Casey, has arrived at the Museum! This incredible machine, built on a Dodge Ram 3500 frame, is built to stay on the ground through the eye of a tornado and capture data to help gain knowledge and understanding of tornadoes; you can see the TIV2 in action in Extreme Weather 3D IMAX. The TIV2 will be outside out main entrance until March 2, so stop by, take a selfie, and share it with us! [#TIVatDMNS](#) [#extremeweather3d](#)



 Like  Comment  Share

   You and 1.3K others

- E-blast sent by National Geographic on behalf of DMNS

- 45,000 sent
- 36.9% open rate
- 3.67% click through rate
- <http://bit.ly/2uiMxu6>

Extreme Weather: Watch the trailer now! [View in Web Browser](#)

**NATIONAL GEOGRAPHIC**

**NOW PLAYING**

AT THE DENVER MUSEUM OF NATURE & SCIENCE

**EXTREME WEATHER**

POWERFUL FORCES ARE COLLIDING

VISIT WEBSITE > VIEW SHOWTIMES > WATCH TRAILER >

WATCH THE TRAILER

[www.extremeweatherfilm.com](http://www.extremeweatherfilm.com)

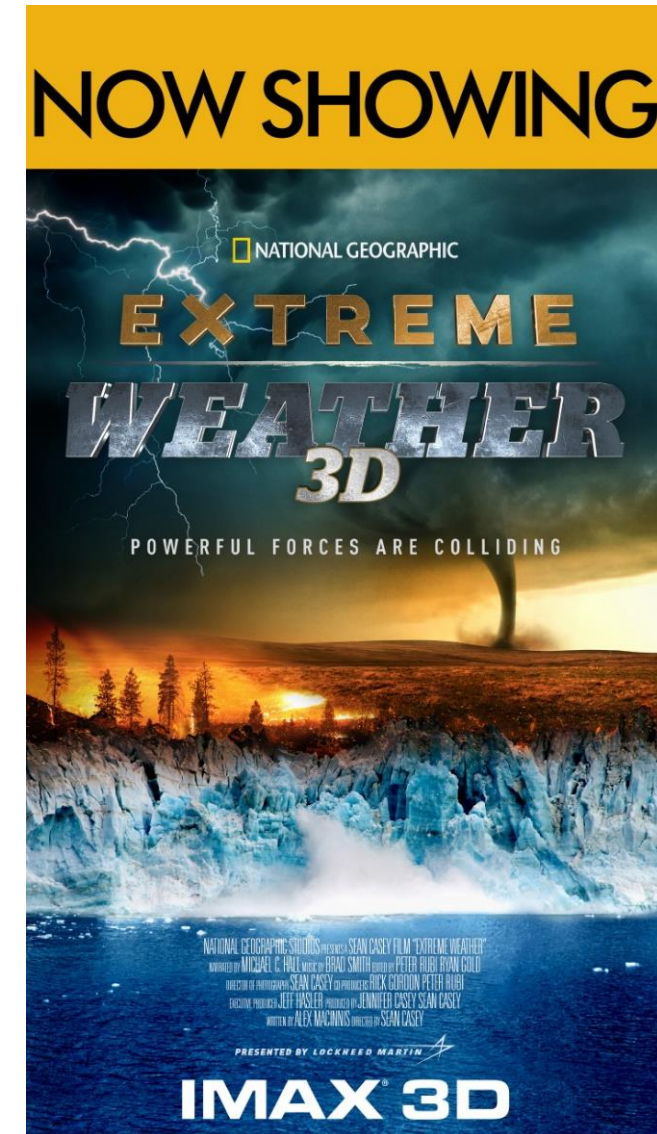
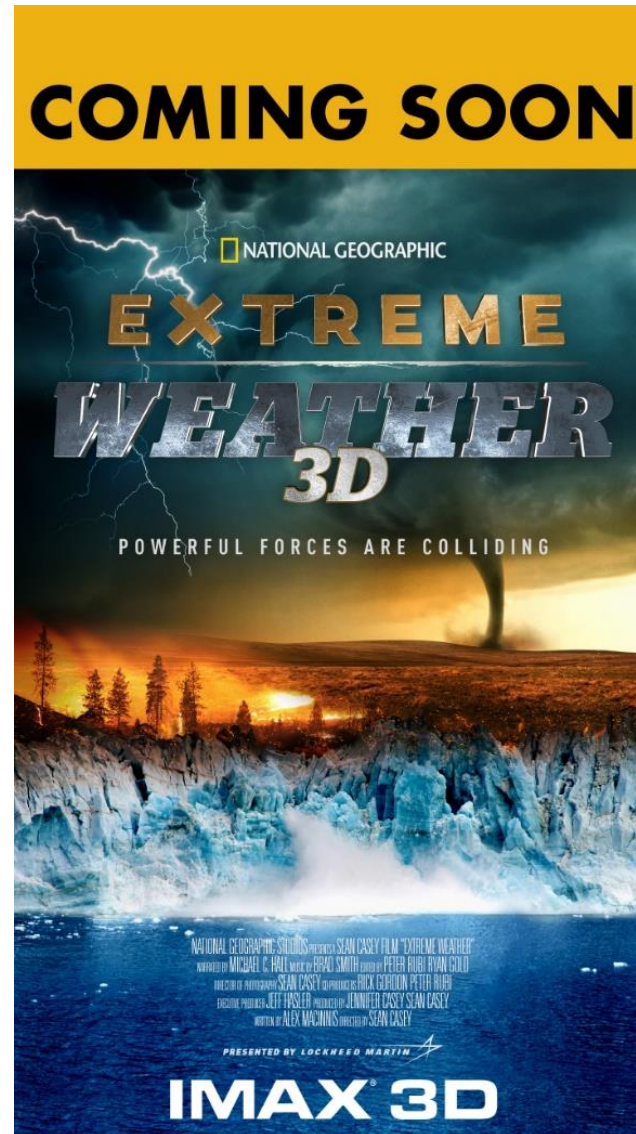
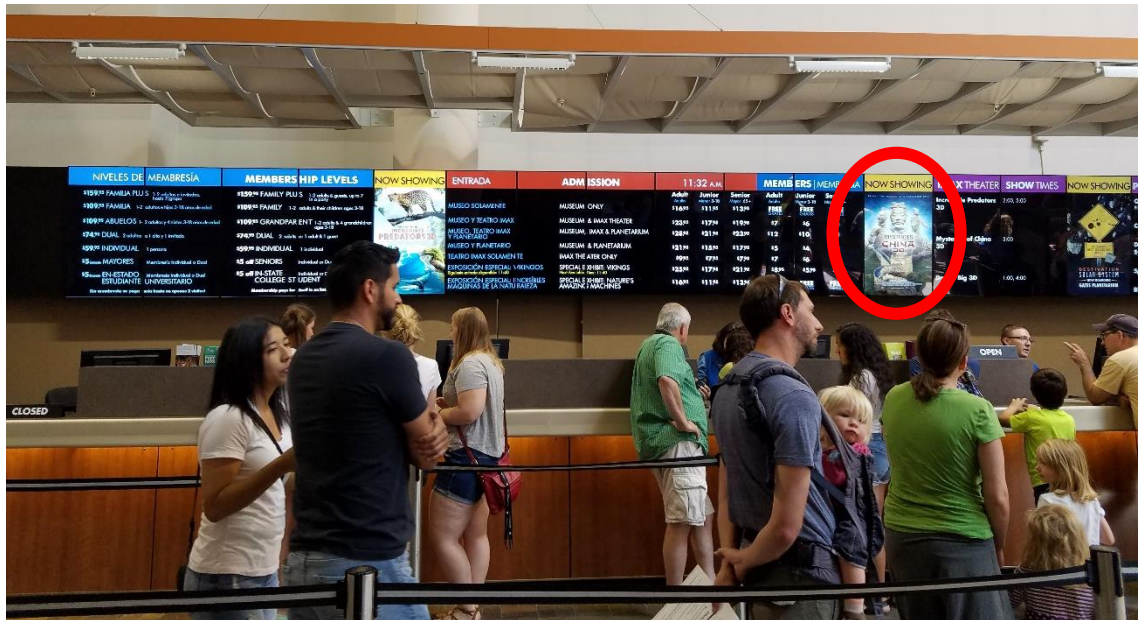
**NATIONAL GEOGRAPHIC** PRESENTED BY LOCKHEED MARTIN

NATIONAL GEOGRAPHIC STUDIOS PRESENTS SEAN CASEY FILM "EXTREME WEATHER"  
DIRECTED BY MICHAEL C. HALL MUSIC BY BRAD SMITH EDITED BY PETER RUSH RYAN GOLD DIRECTOR OF PHOTOGRAPHY SEAN CASEY CO-PRODUCER RICK CORBON PETER RUSH  
EXECUTIVE PRODUCER JEFF HANSLER PRODUCED BY JENNIFER CASEY SEAN CASEY WRITTEN BY ALEX MACINNIS DIRECTED BY SEAN CASEY



# On-Site Signage

- North Desk Ticketing Board
  - 1/1 - 1/12: Coming Soon
  - 1/13 – 6/16: Now Showing
- Posters throughout
  - Elevators, hallways, IMAX night lobby







- External Banner
  - Posted 1/13 – 5/3
  - Total Museum attendance during that timeframe: 577,542



# MUSEUM HOSTS TORNADO INTERCEPT VEHICLE



In association with the *Extreme Weather 3D* IMAX film the Museum will have storm chaser Sean Casey's Tornado Intercept Vehicle (TIV2) on the north pad from through Thursday, March 2, 2017. Many of you may be asking, what is a TIV2?

Well, it:

- Is built on a Dodge 3500 Ram frame
- Is powered by a 6.7-liter Cummins turbo charged Diesel engine
- Has been modified with propane and water injection to produce 625 horsepower
- Weighs 15,500 pounds
- Has hydraulic airflow flaps
- Includes anchor spikes
- Has a custom turret for an IMAX camera
- Can stay on the ground in wild weather

## RECENT UPDATES

[Museum Hosts Tornado Intercept Vehicle](#)

Posted: 02/14/2017

[Updated Technologies Reveal New Findings](#)

Posted: 11/23/2016

[SAPIENS.org: A New Anthropology Magazine](#)

Posted: 08/12/2016

[The Surprising Connection Between Turkeys and T. Rex](#)

Posted: 11/27/2015

[SCFD Educator Night](#)

Posted: 09/25/2015

[The Way Forward: An Analysis of the Value of](#)



PLEASE JOIN US FOR A SPECIAL  
**FREE SCREENING**  
FOR FIRST RESPONDERS, EDUCATORS,  
AND CLIMATE ENTHUSIASTS



**EXTREME WEATHER 3D**  
**THURSDAY, JANUARY 26, 9-10 A.M.**

Phipps IMAX Theater, Denver Museum of Nature & Science, 2001 Colorado Blvd.

Weather has always been one of the most dynamic forces shaping our planet, but now it is intensifying in varied and complex ways. *Extreme Weather 3D* takes you to the frontlines of climate research where few have gone. Float through melting tidewater glaciers in Alaska, race across farm roads and chase tornadoes on the Great Plains, and stand alongside firefighters in California as they battle powerful flames that seem to lick at the lens. These researchers and everyday heroes are making surprising discoveries to help us understand and adapt to our ever-changing weather.

Guests will also be treated to behind-the-scenes footage of how Sean Casey, the film's director, patiently waited to capture the extreme excitement of calving glaciers. Coffee and pastries will be served prior to the film.

RESERVE YOUR SPOT BY WEDNESDAY, JANUARY 25

DMNS blog post (<http://www.dmns.org/museum-blog/museum-hosts-tornado-intercept-vehicle/>) & invitation for first responders and environmental groups to enjoy a screening

DENVER MUSEUM OF  
**NATURE & SCIENCE**

SCFD  
SOUTH COLORADO  
FIRE DISTRICT

PRESENTED BY LOCKREED MARTIN



DENVER MUSEUM OF  
**NATURE & SCIENCE**