

HAVANA MOON – THE ROLLING STONES FINAL PR REPORT



Rolling Stone



Rolling Stones Mark Cuba Show With One-Night-Only Film Screening

'Havana Moon: The Rolling Stones Live in Cuba' will hit theatres in September



In March this year, The Rolling Stones made history – they were the first rock band to play a free outdoor concert in Havana, Cuba. Hundreds of thousands of fans turned out for the monumental occasion, which came days after Barack Obama became the first serving US President to visit the country in 88 years. A big week for Cuba, and for the rock legends.

CAMPAIGN OVERVIEW:

- **Coverage achieved**
 - Over 150 pieces of coverage across key territories including the UK, Latin America, Italy, Germany, Spain
- **Coverage highlights**
 - Exclusive Mick Jagger interview which was placed as a cover interview in The Sun (circulation 2.2 million) Friday entertainment section 'Something For The Weekend'
 - Fantastic picture-led double page spread preview piece ran in the Daily Star (circulation 450,000) here in the UK
 - Further interviews with Mick Jagger ran in La Repubblica (Italy) and syndicated across major titles across Latin America
 - The Havana Moon screening was included in Absolute Radio's music news which boasts 2.2 million listeners in the UK and went out on Bauer's online counterparts across major UK regions
- **Placement of key assets**
 - Placement of the official trailer gave an added coverage boost the week after the initial news announcement
 - Video clips were successfully placed on top music sites including NME (8 million monthly users) and Rolling Stone (29 million monthly users) with huge global reach

- We used Mick Jagger's top tracks from the set list which ran on Radio X online (300,000 monthly users) as part of a wider feature around The Rolling Stones in Cuba
- Trinity Mirror (syndicated across 80 titles in major UK regions) covered the release as a preview. Titles include Nottingham Post, Liverpool Echo, Manchester Evening News and more
- **Competitions**
 - Competition ran with Planet Rock (1 million listeners) for one person to win four tickets to see the film at one of five pre-selected screens in the UK
 - We also included Havana Moon t-shirts in the prize package

COVERAGE RAN:

UNITED KINGDOM:

Daily Star	Havana Moon preview feature	22.09.16
Chichester Observer	Havana Moon preview including ticket links	21.09.16
West Sussex Gazette	Havana Moon preview including ticket links	21.09.16
Mid Sussex Times	Havana Moon preview including ticket links	21.09.16
West Sussex County Times	Havana Moon preview including ticket links	21.09.16
Shoreham Herald	Havana Moon preview including ticket links	21.09.16
Hayling Islander	Havana Moon preview including ticket links	21.09.16
Sussex Express	Havana Moon preview including ticket links	21.09.16
Crawley and Observer	Havana Moon preview including ticket links	21.09.16
Kent Online	Havana Moon preview including ticket links	21.09.16
Absolute Radio	Havana Moon news in Claire Sturgess Show	20.09.16
UNCUT	Havana Moon review including ticket links	20.09.16
Key 103	Havana Moon preview including ticket links	20.09.16
Clyde 1	Havana Moon preview including ticket links	20.09.16
Radio City	Havana Moon preview including ticket links	20.09.16
Metro Radio	Havana Moon preview including ticket links	20.09.16
Forth One	Havana Moon preview including ticket links	20.09.16
Hallam FM	Havana Moon preview including ticket links	20.09.16
Radio Aire	Havana Moon preview including ticket links	20.09.16
Rock FM	Havana Moon preview including ticket links	20.09.16
Viking FM	Havana Moon preview including ticket links	20.09.16
CFM	Havana Moon preview including ticket links	20.09.16
TFM	Havana Moon preview including ticket links	20.09.16
Northsound 1	Havana Moon preview including ticket links	20.09.16
Tay FM	Havana Moon preview including ticket links	20.09.16
West FM	Havana Moon preview including ticket links	20.09.16
Downtown Radio	Havana Moon preview including ticket links	20.09.16
KM Group Papers	Full Page feature – Whats On Guide. (All paid for papers in Kent)	20.09.16

The Sun	Three page Havana Moon preview with Mick Interview in today's Sun (Cutting available)	16.09.16
NME	Preview for Havana Moon, with exclusive clip for 'Out of Control'	16.09.16
Radio X	Preview for Havana Moon, and Mick's Top 10 tracks from the Cuba show	16.09.16
Trinity Mirror	Havana Moon preview run to over 260 regional titles in Show Buzz column	16.09.16
Milton Keynes Citizen	Preview for Havana Moon	15.09.16
Daily Express	Havana Moon piece	12.09.16
Rolling Stone	Ole Ole piece, with full Havana Moon tag.	07.09.16
Metro	Trailer for Havana Moon	05.08.16
Radio X	Trailer for Havana Moon	05.08.16
Uncut	Trailer for Havana Moon	05.08.16
Live4Ever	Trailer for Havana Moon	05.08.16
Radio X	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Uncut	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Team Rock	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Live4Ever	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Music News	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Noise 11	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Daily Star	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16

FRANCE:

RTL 2	Havana Moon Preview including trailer	22.09.16
Oui FM	Havana Moon Preview including trailer	12.09.16
RTL 2	Havana Moon Preview including trailer	10.09.16
Sortira Paris	Havana Moon News	29.10.16
Concert Live	The Rolling Stones et leur concert cubain sur grand ecran fin September 2016	26.08.16
Virgin Radio France	Rolling Stones: Leur concert historique a Cuba bientot au cinema	24.08.16
Virage Radio	Les Rolling Stones sur gran ecran	24.08.16

SPAIN:

ABC	Havana Moon Preview	23.09.16
Rockombia	Havana Moon Preview	07.09.16
El Espectador	Havana Moon Preview	12.09.16
El Dia	Simpatia por el Caribe	02.09.16
Surf and Rock TV	The Rolling Stones presenta el film "Havana Moon"	02.09.16
Sopitas	Trailer for Havana Moon	05.08.16
El Imparcial	Trailer for Havana Moon	05.08.16
El Expres	Trailer for Havana Moon	05.08.16
El Norte	Trailer for Havana Moon	05.08.16
El Pais	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Rock En On	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Cochino Pop	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
El Circo de Rock	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16

El Periodico	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
El Dia	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Cultura Ocio	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
La Vanguardia	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
14 Y Medio	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Dirty Rock	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Mariskal Rock	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Plasticos y Decibelios	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16

ITALY:

Avvenire	Havana Moon Preview	22.09.16
Ciao Como	Havana Moon Preview	20.09.16
La Repubblica	Interview with Mick Jagger and Havana Moon preview	18.09.16
Lsussidiario	Havana Moon Preview	17.09.16
Rockol	Havana Moon Preview	14.09.16
Dee Jay	Havana Moon Preview	06.09.16
Radioone	Trailer for Havana Moon	05.08.16
Affaritalini	Trailer for Havana Moon	05.08.16
Sorrisi	Trailer for Havana Moon	05.08.16
Repubblica	Trailer for Havana Moon	05.08.16
Rolling Stone	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Metro News	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Panorama	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Spektakolo	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Multisala Planet	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
La Presse	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Classifiche Musica	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Primissima	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
2 Due Righe	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
R101	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Rock On	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Rockol	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Melodiamente	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Il Cibicida	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16

GERMANY:

Welt	Havana Moon Preview	23.09.16
Augsburger Allgemeine	Havana Moon Preview	20.09.16
Vienna Online	Rolling Stones im Kino	07.09.16
Classic Rock Germany	Trailer for Havana Moon	05.08.16
Classic Rock Germany	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
De Surinaamse Krant	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16

Rock Antenne	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
PORTUGAL:		
Uai	Havana Moon Preview	19.09.16
Whiplash	Havana Moon Preview	09.09.16
HUNGARY:		
Mozi 24	Havana Moon Preview	23.09.16
ROMANIA:		
Europa FM	Havana Moon Preview	12.09.16
OTHER SOUTH AMERICA:		
El Tiempo (Colombia)	Mick Jagger, Paul Sexton Interview in Latin America	19.09.16
El Mundo	Havana Moon preview including quotes from Paul Sexton interview	17.09.16
Rolling Stone Magazine	Mick Jagger, Paul Sexton Interview in Latin America	16.09.16
Equilibrium	Mick Jagger, Paul Sexton Interview in Latin America	16.09.16
Radio Cadena Voces	Mick Jagger, Paul Sexton Interview in Latin America	16.09.16
Cineplanet	Mick Jagger, Paul Sexton Interview in Latin America	08.09.16
Showbiz Publmetro	Havana Moon preview including image gallery	16.09.16
Excelsior	Havana Moon preview including trailer	14.09.16
El Nuevo Dia Colombia	The Rolling Stones 'en cine Colombia'	07.09.16
Escenas Bolivia	El Historico concierto de los Rolling Stones en Cuba llega al cine	07.09.16
La Capital Argentina	Estrenan la película de los Stones	31.08.16
Oasis FM Chile	Los Rolling Stones vuelven al cine y podras verlos en todo el mundo por solo un dia	24.08.16
Radio Paula Chile	Un estreno mundial, que vaya que es esperado	24.08.16
Rolling Stone Mexico	Trailer for Havana Moon	05.08.16
Excelisor Mexico	Trailer for Havana Moon	05.08.16
Billboard Argentina	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Diario Uno Argentina	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Marti Noticias Cuba	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Vistar Cuba	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Cuba Journal	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Rockmbia Colombia	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Futuro Chile	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Rosario Plus New Mexico	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
GLOBAL:		
Yahoo!	Trailer for Havana Moon	05.08.16
NME	Trailer for Havana Moon	05.08.16
Rolling Stone	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Reuters	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16

AOL	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
MSN	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Yahoo!	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
NY Times	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
NME	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
BNO News	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Rumble	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
INDONESIA:		
Jakarta Globe	The Rolling Stones to appear in cinemas worldwide	24.08.16
LUXEMBOURG:		
Radio Latina	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
BELGIUM:		
RTBF	Trailer for Havana Moon	05.08.16
Humo	Trailer for Havana Moon	05.08.16
NETHERLANDS:		
Twents Volksblad	Havana Moon Preview	20.09.16
Maxazine	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
SWITZERLAND:		
Daily Movies	Havana Moon Preview	20.09.16
POLAND:		
RMF FM	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
CROATIA:		
Story	Havana Moon Preview	12.09.16
BRAZIL:		
Rolling Stone	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Cult Magazine	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Fohla de Sao Paolo	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Territorio da Musica	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
Pop Cultura	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
CANADA:		
Toronto Star	News of Havana Moon coming to cinemas worldwide for one-night-only	28.07.16
UNITED STATES:		

[Ultimate Classic Rock](#)
[ABC News Radio](#)
[Metro US](#)
[Inquistr](#)
[Financial Express](#)
[106.7 Nashville FM](#)
[KWBE Nebraska](#)

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IRELAND:

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Trailer for Havana Moon
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05.08.16
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