











CBS2/KCAL9 partnered with Angeleno Magazine for Live and Dine LA 2017 as the exclusive media partner. This is the second year CBS2/KCAL9 partnered with Angeleno Magazine.

Contributing to our success was the wonderful support from Angeleno Magazine and our CBS 2/KCAL9 talent that was onsite filming.



LIVE & DINELA

CBS was given activation space where we gave out branded cupcakes from Kiwi Cookies and branded water bottles.

The space featured a "mini-video" booth in front of a co-branded step and repeat and allowed guests to share directly to their Instagram or Email. Each "minivideo" was automatically shared to the AngelenoEvents Facebook page. We also had a branded charging station for guests to charge their phones.





Like

Comment

Share



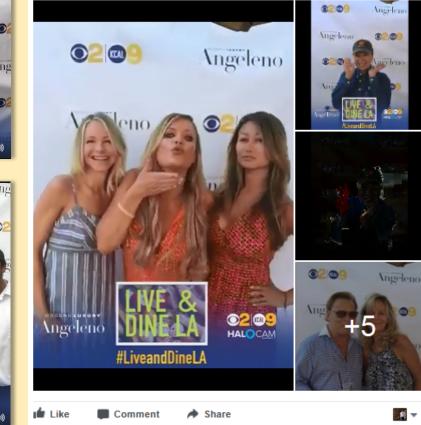


1



AngelenoEvents added 8 new videos. July 30 at 11:58pm · 🕥

Celebrating @angelenomag's #LiveandDineLA with @CBSLA Social experience by @thehalocam

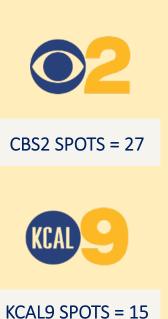


CBS2/KCAL9 provided a prize package for the Angeleno Magazine raffle giveaway. Included was a voucher redeemable for Ten VIP Suite Tickets and Two Parking Passes for a 2017-18 Lakers regular season game.



LIVE & DINELA

As part of the partnership, Angeleno Magazine received a custom :30 promotional spot produced by CBS. Angeleno Magazine was promised 38 on-air promotional spots on CBS2 and KCAL9, but received a total of 42 spots.





Click to play

CBS produced a :30 promotional spot for Live and Dine LA which was posted on CBSLA.com. The post offered a sneak peek of Live and Dine LA and featured Chef Yousef Ghalaini from Fig Restaurant.

Live & Dine LA 2017

July 11, 2017 5:27 PM

Filed Under: Angeleno Magazine, Culinary, Erica Olsen, Fairmont Miramar Hotel, food, foodie, inside socal, Wine



Tickets at www.angelenomagazine.com

CBS host Erica Olsen promoted Live and Dine LA on her social media pages, both before and after the event.





Erica Olsen at • Fairmont Miramar Santa Monica. 23 hrs · Santa Monica · 🚱

Juan Fernandez, Amber Lee and I had a blast at Angeleno Magazine's #LiveandDineLA! Thx to Christopher Gialanella and team from Modern Luxury Angeleno for a delectable evening!



433 Views

💼 Like Comment

Share

CBS2 Anchor Amber Lee also promoted Live and Dine LA through Facebook, posting a "mini-video" from the event and a link to their segment online.



CBS/KCAL was one of the many sponsors of the "Live & Dine LA" event at the Fairmont Hotel in Santa Monica Sunday. Lots of yummy food and drinks. Weather was also great for this annual event! Here's a shot of Juan Fernandez and me having fun in the CBS/KCAL photo booth!





If you haven't been to this event - you should go next year! It was so fun! CBS Los Angeles Juan Fernandez Host Erica Olsen



437 Views

🖆 Like

Erica Olsen at S Fairmont Miramar Santa Monica. 23 hrs · Santa Monica · @

Juan Fernandez, Amber Lee and I had a blast at Angeleno Magazine's #LiveandDineLA! Thx to Christopher Gialanella and team from Modern Luxury Angeleno for a delectable evening!

> Share Comment

LIVE & DINELA

CBS2 Anchor Juan Fernandez also promoted Live and Dine LA through Facebook and Twitter, posting a video, a picture and a "mini-video".



So much good food at this year's event. Only wish it was cooler.



579 Views

Amber Lee with Juan Fernandez. 23 hrs · @

🖬 Like Page

CBS/KCAL was one of the many sponsors of the "Live & Dine LA" event at the Fairmont Hotel in Santa Monica Sunday. Lots of yummy food and drinks. Weather was also great for this annual event! Here's a shot of Juan Fernandez and me having fun in the CBS/KCAL photo booth!

Juan Fernandez @ @NewsJuan · Jul 30 Enjoying the sunshine, food and drink at @liveanddinela with @AmberLeeNews @CBSLA and #KCAL9 are here. Say hi if you see us. #foodies





Juan Fernandez
@ @NewsJuan - Jul 30
More fun with @AmberLeeNews and friends and @liveanddinela everything is
ac wummy. Cauld be cooler though with a CRSLA #VCAL9 are been at

so yummy. Could be cooler though 👑 🖑 @CBSLA #KCAL9 are here. – at Fairmont Miramar Hotel & Bungalows













