

## TVBizWire

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### Sonic Launches 'Hills'-inspired Ad Campaign *Adweek*

In an effort to reach the female market, fast-food chain Sonic is taking its commercial duo of Pete and T.J. to Los Angeles in an ad campaign that will mimic MTV's "The Hills," **Adweek** reports. Fourteen spots, titled "The Stalls," have been produced and will run over the next 14 weeks. The first in the series of commercials debuted Monday night. "The target audience is really key for us," said Paul Macaluso, Sonic's marketing VP. "It's a key demographic for us and our business. We'll be monitoring how this campaign resonates with them."

—Christopher Perez

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