**FXX's Simpsons 600 Marathon Promo Leverages Snapchat Filters**

FXX rolled out a promotion both on billboards and social media featuring holiday-themed images of Simpsons characters, including Snapchat filters. The promotion is designed to advertise the upcoming Simpsons 600 Marathon, which begins Thanksgiving Day and will include the first 600 episodes in chronological order.

***Adweek 11/22/16***

<http://www.adweek.com/news/television/fxx-promotes-simpsons-600-marathon-thanksgiving-imagery-and-snapchat-filters-174761>