



Blu-Ray launch of "The day the earth stood still" - promotional activity in-store.

Deadline: 12.02.2009 23:59 GMT

Brand: 20th Century Fox Home Entertainment
Sector: Entertainment & Art
Country:

Category: Design : POSM; Below The Line : Sales Promotions
Published: 15.01.09 11:20 GMT
Budget: \$5 000
Status: Closed
Language of Solutions: English, French, Italian, Spanish

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

20th Century Fox Home Entertainment is a multinational company, leader on the worldwide market that promotes, sells and distributes all Fox motion pictures and TV series on DVD and Blu-ray Disc (BD), as well as dvd acquisitions and original movies productions all over the world.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Push consumer purchase of "The Day the earth stood still" (The italian title is "Ultimatum alle terra" that means "Ultimatum to the Earth") on Blu-ray* on POS with an innovative and impactful promotional mechanic for the product launch into the Italian market.

* Blu-Ray is the newest high definition technology that clearly gives a superior quality vision vs. the traditional Dvd. Blu-ray can be read both on Blu-ray players and PS3 consoles.

3 Step Target Audience

[who should you influence ?]

- ∞ 16–34 years old
- ∞ Male skew
- ∞ Science-fiction lovers

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

Maximise "The Day the earth stood still" Blu-ray sellout, leveraging on this new format to push the Dvd, which will be released 5 days later (Blu-Ray April the 2nd, Dvd April the 7th).

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

∞ "The Day the earth stood still" a broadly appealing, entertaining ride of a film with a state-of-the art effects and action.

∞ An extraordinary cast!

Contemporary reinvention of the 1951 sci-fi classic movie.

Keanu Reeves (The Matrix Trilogy, Speed, The devil's advocate) portrays Klaatu, an alien whose arrival on our planet triggers a global upheaval. As governments and scientists race to unravel the mystery behind the visitors appearance. Helen/Jennifer Connellv (A beautiful mind. Golden Globe e Academy Award as best supporting

actress, Blood Diamond) and her young stepson get caught up in his mission and come to understand the ramifications of Klaatu calling himself a friend to the earth.

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ “Sci-fi-ish” (Sci-fi = Science-fiction)
- ∞ Rich of special effects
- ∞ An extraordinary cast!

7 Step Media Plan / Placement

[where will your work appear?]

POS materials like as Fsu, standees, flyers, posters and any other material that could highlight the Blu-Ray version of “The Day the earth stood still”.

POS involved into the promotion are the specialised ones: (eg. Media Markt, HMV, Blockbuster, Virgin, etc).

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

MANDATORY ELEMENTS:

Promotional concept must:

- ∞ be equipped with visual elements for POS
- ∞ explain how to manage the promotion implementation

EXTRA INFORMATION:

- ∞ What is Blu-Ray:

Blu-ray, also known as Blu-ray Disc (BD), is the name of a next-generation optical disc format developed for high-definition video and as well as storing large amounts of data. The format offers more than five times the storage capacity of traditional DVDs and can hold up to 25GB on a single-layer disc and 50GB on a dual-layer disc. This extra capacity combined with the use of advanced video and audio codecs will offer consumers an unprecedented HD experience.

WEBSITES:

- ∞ <http://www.thedaytheearthstoodstillmovie.com/>
- ∞ <http://www.foxmovies.com/>

Attachments

TDESS_106R.jpg	485.57 Kb
Immagine_3.jpg	850.38 Kb
Citta_fantasma.jpg	56.42 Kb