



Movie Theater Chain Marketing Campaign

SITUATION

As Marketing Planning Director for Cinecom Studios, your boss has asked you to develop a complete, integrated marketing campaign for a new action film starring Dwayne Johnson. The target audience for the film is males between the ages of 14 and 25, and it is expected to provide many opportunities for merchandising and sales of ancillary products. The film is a live action feature with plenty of CGI (computer generated imaging) as well as real stunts. Johnson plays a game warden in Africa, who watches over animals and protects them from poachers. Invaders from another galaxy descend on his territory and he must fight them off with the help of simple jungle weapons, his animal friends, and his daughter played by Megan Fox.

INSTRUCTIONS

Develop presentation for your boss which will describe your plans for the following:

1. Ancillary products: items, locations, price ranges, target markets
2. Tie-ins: With which companies/brands will you seek tie-ins, and what will the tie-in promotions look like? What are the benefits to all parties? Is product placement an option?
3. Licensed merchandise: What type of merchandise, which outlets, price range
4. What is/are your overall goal(s) of your plan?

Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. Why did you select the specific tie-ins that you chose? Also, do you feel it will increase ticket, DVD and VOD (video on demand) sales having these tie-ins?
2. What is product placement? How will that help generate revenue?
3. If the movie struggles at the box office, can it still achieve a profit? How?

EVALUATION STANDARDS

1. Understand the general financial structure of the film business (specifically revenue streams).
2. Development of a comprehensive marketing plan that clearly states goals and a means for accomplishing them.
3. Create a realistic marketing plan.
4. Understand the concepts of product placement, tie-ins and ancillary goods.