

Movie Promotion Project

OBJECTIVE:

Using the information discussed in class, develop an appropriate *promotional mix* for a movie. You may choose a movie that is currently out, one that was released this year, or a movie that hasn't been released yet. Use the internet to help you find out more information regarding the movie. You will have **only 4 working days** to complete this project.

INSTRUCTIONS:

Assume the role of the promotional director for a movie production company and you have an "unlimited budget." Provide answers for the criteria listed below.

CRITERIA:

1. TITLE PAGE

- Movie Title
- Picture of the Movie
- Group member names
- Class Period

2. MOVIE SUMMARY

- Include an in-depth summary of the movie. List all the major actors and actresses. Must be **at least ½ page typed – double spaced; 12 pt font, Times New Roman.**
- **Do NOT copy from the Internet!**

3. TARGET MARKET

- Describe the target audience for this movie in detail. Make sure you discuss the 4P's in depth. Do not generalize; make your target market specific. This should be **at least 1 page typed – double spaced; 12pt font, Times New Roman.**

4. PUBLIC RELATIONS

- Think of an activity that relates to the theme of this movie. Create a **press release** for this activity. This release must be **typed – double space – 12pt. font, Times New Roman, and must be at least 1 page long.**
- **See the press release handout for the correct format. Your press release must be in this format.**

5. BROADCAST MEDIA ADVERTISING

- Create a **:30 second commercial** advertisement that can be played over the radio or TV. You will need to specify the medium (radio or TV), which station, and time of day that the commercial will be played to best to reach your target audience.
- Commercial cannot be acted out in class. Must be recorded or videotaped.

6. ADVERTISING

- Create a movie poster advertising the movie. This must be done on a full size poster board (not provided). A movie poster can be seen outside the movie theater or inside the hallways of the movie theater. Make this movie poster as realistic as possible and you cannot use a movie poster that has already been created.
- **Your movie poster must be 100% original.**

Every group will do a **5 minute presentation** on their movie, public relations topic, air the 30 second commercial, and show the movie poster.

*****Extra Points will be awarded if you dress up like your movie characters for your presentation.***

Movie Promotion Project Rubric

Names: _____

Movie: _____

Criteria	Max Pts	Student Pts			Final Pts
Title Page <ul style="list-style-type: none"> • Movie Title • Picture of the Movie • Group member names • Class Period 	5				
Movie Summary <ul style="list-style-type: none"> • In-depth summary of movie • Major actors/actresses named • At least ½ page long 	5				
Target Market <ul style="list-style-type: none"> • 4 P's • Specific market • At least 1 page long 	20				
Public Relations <ul style="list-style-type: none"> • Press Release – activity described and interested created • At least 1 page long 	20				
Commercial <ul style="list-style-type: none"> • :30 seconds • Medium, station, time specified 	15				
Movie Poster <ul style="list-style-type: none"> • Realistic • Original 	15				
Presentation	10				
Spelling & Grammar <ul style="list-style-type: none"> • All papers single-spaced, Times New Roman, 12pt font • Spelling & Grammar errors 	10				
Total	100				
Extra Credit: Character Dress-Up	5				
Total	105				

Comments:

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person
Company Name
Voice Phone Number
FAX Number
Email Address
Website URL

XYZ, Inc. Announces Widget to Maximize Customer Response Rate

This headline is one of the most important components of the press release as this needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.

<City>, <State>, <Date> - Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Answer the questions "who", "what", "when", "where", "why" and "how". Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other pertinent information. You should include a quote from someone that is a credible source of information; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit www.yoururl.com. If you offer a sample, copy or demo, put the information in here. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.

ABOUT <COMPANY> - Include a brief description of your company along with the products and services it provides.

- END -

At the end of the release, you need to indicate that the release is ended. This lets the journalists know they have received the entire release. Type "End" on the first line after your text is completed. If your release goes over one page, type "MORE" at the bottom of the first page.

Visual Merchandising and Display

Team Members _____

	10	7	0
Selling Power	The display gives a strong sales message to the audience.	The display gives a somewhat strong sales message to the audience.	No sales message given.
Attention-Grabbing Effect	The display makes a striking use of all materials. There are more than 10 materials used in the display.	The display makes a somewhat striking use of materials. There are 6-9 materials used in the display.	The display does NOT use the materials. There are less than 6 materials used in the display.
Contribution to Product Image	The display emphasizes and enhances your product's image. The display exhibits who the target market for your product is.	The display somewhat emphasizes and enhances your product's image. The display is unclear who the target market for your product is.	The display does NOT emphasize and enhance your product's image. The display does NOT match your target market.
Teamwork-Both participated in presentation and discovery	All team members were involved in the brainstorming, creating, setting up, and presentation of the display.		All team members were NOT involved in the brainstorming, creating, setting up, and presentation of the display.
Theme Usage	The display used a creative theme that was appropriate for the product.	The display used a somewhat creative theme that was appropriate for the product.	The display did NOT use a creative theme.
Use of Color	The display used color effectively. The table was covered or a backdrop was made to promote the product.	The display used color somewhat effectively. The table was NOT covered or a backdrop was NOT made to promote the product.	The display did NOT use color effectively. The table was NOT covered or a backdrop was NOT made to promote the product.
Use of Artistic Elements	The display used elements such as balance, line, shape, direction, texture, proportion, motion, and lighting. At least 5 of these elements were used in the display.	The display used elements such as balance, line, shape, directions, texture, proportion, motion, and lighting. 3-4 of these elements were used in the display.	The display used less than 3 of the elements such as balance, line, shape, directions, texture, proportion, motion, and lighting.

Arrangement of Materials and Props	The props and materials in the display are arranged in a manner in which they look pleasing to the audience.	The props and materials in the display are somewhat arranged in a manner in which they look pleasing to the audience.	The props and materials in the display are NOT arranged in a manner in which they look pleasing to the audience.
Display Cards and Signs	A display card or sign was made. The sign is professional, accurate and neat.	A display card or sign was made. The sign is somewhat professional, accurate and neat.	A display card or sign was NOT made.
Overall Appearance	The display was clean, neat and orderly.	The display was somewhat clean, neat, and orderly.	The display was NOT clean, neat, and orderly.

Total Score= _____ /100 Points