

## **THE UGLY TRUTH**

### **PROMO Ideas**

#### **RADIO PROMOTIONS:**

- Listeners call in to tell their stories of meeting their partners at work or how they were given dating advice from their now boyfriend/partner about another guy.
- Katherine Heigl trivia about all the movies/TV shows she's been in
- Battle of the Sexes Trivia

#### **PRINT PROMOTIONS:**

- Enter to win ad inviting people to write in to us with a story about how they met their significant other.
- Work place romance...does it really work? Have people write in with their opinions.
- Have people write in with their best pick-up lines and the best ones win passes to screenings and promotional items.
- Enter to win, mentioning a favorite rule or passage from The Rules, The Game, Mars and Venus, et Al - dating books.

#### **ONLINE PROMOTIONS:**

- Find local singles sites and give them passes to the screenings so people will take their new dates to the movie.
- Target local "fans of pages" on Facebook.
- Matchmaker site, find a date to go see the movie with

#### **TELEVISION PROMOTIONS:**

- Since the movie takes place on the set of a morning show have a local morning show do a segment on the best and worst relationship advice they were given
- Have a Morning Show do a piece, Heigl's character is a Morning Show Producer
- Pit a prominent local female TV personality against a prominent male host in a "Battle of the Sexes."

#### **COLLEGE PROMOTIONS:**

- Have a dating advice night, something along the lines of the game that is on The Ugly Truth's official website. Students come and ask questions about their relationships/love life. Think Loveline meets the "real dating doctor" that the movie Hitch was based on.
- Have a contest at the school newspaper for people to write in about the worst dating advice they were ever given.
- "Ugly Truth" day on campus, Dating Game event held; compatibility Q/A's VIP tickets and promo item prizes

#### **THIRD PARTY PROMOTIONS:**

- Have boxes with enter to wins at local colleges, bars, movie theaters
- Hearts mark the spot/ romantic places - Twitter prompted scavenger hunt contests

#### **STUNTS/EVENTS:**

- Have a date night at Seattle Center with giant blow up games like sumo wrestling, human bowling and a Velcro wall. This could tie in with a dating website or a local singles club like Events and Adventures ([www.eventsandadventures.com](http://www.eventsandadventures.com))
- Speed Dating Game event, invitation by street team

#### **NIGHT CLUBS/ BAR PROMOTIONS:**

- Have Battle of the Sexes game nights where men have to answer questions that women would typically know and vice versa.

- Have relationship trivia nights where men guess what women will answer to a certain question and vice versa
- His and Hers specific drinks and flip/side coasters

**PROMO ITEMS:**

- A pen made out of a microphone
- A dating board game made with the characters from the movie
- Dating advice playing cards
- Pens with a man on one side and woman on the other
- Pen that when you tip it the woman in the pen's dress comes up and you see a logo for the movie, or a man's shirt comes off and you see a logo for the movie
- Heart placement T-shirts
- Matchmaking cards, Battle of Sexes Questions
- Coasters and Cups
- Locket Keychains

**PRESS MAILER:**

- Opposites attract heart shaped mailer