

YEAR ONE **PROMO Ideas**

RADIO PROMOTIONS:

- Have bible trivia where a DJ says a story from the bible and people have to call in and finish the story (or they have people call in already and it's like a tournament to see who knows the most) this will be harder/funnier/more interesting if we do it on popular stations rather than religious ones.
- Judd Apatow movie trivia where they play a clip of a Judd Apatow movie and people have to call in and say which one it is
- Rename KUBE 93's Old School Lunch to the Year One Lunch and have various call-in contests.
- Have people call in and talk about their craziest road trip

PRINT PROMOTIONS:

- An "I Spy" Caveman game where each day a figure of a caveman is put in the paper somewhere like poking their head out from behind an article, and at the end people have to cut out where they were each day to win VIP passes to the advance screening of the film.
- My life as a caveman...essay contest. Readers are encouraged to write a short essay from the perspective of a caveman
- An ad that emphasizes that this film is about the first ever "road trip"

ONLINE PROMOTIONS:

- Start a Year One Facebook group where people join and post pictures of themselves wearing togas or gladiator clothes to win passes to the premiere
- Circulate a viral video of someone dressed up as a caveman and invite people to comment on that video with their own of themselves doing something silly dressed up as a caveman.

TELEVISION PROMOTIONS:

- Year One walk/run to raise money for something really ridiculous (like people who have never seen a Judd Apatow movie, or people born without a funny bone) where people wear togas/gladiator/hunter gatherer clothes that will be promoted on TV the money would really be distributed among local food banks or other charities.
- Get people dressed up like cavemen handing out flyers downtown and try and get local media to cover the story
- Pitch local media to do a history of "the road trip flick" in one of their entertainment segments

COLLEGE PROMOTIONS:

- Have a "Forget Your Finals" preview for college students two weeks before the movie comes out (because UW has finals week the week of June 8-12th and doesn't start summer session until the 22nd)
- If we can do the preview two weeks before, have a fraternity/sorority end of the year toga/gladiator/hunter gatherer party afterwards
- Have a Judd Apatow movie playing every night during finals presented by Year One
- A Jack Black Movie Night

THIRD PARTY PROMOTIONS:

- Have boxes with enter to wins at local colleges, bars, movie theaters
- Have a photo booth in the mall (or some kind of CGI booth thing like at Mariners games when you're photo shopped into a picture with a Mariners player) that puts people in a picture from the time of the movie, maybe standing with Jack Black and Michael Cera

- Have a promotional video play at major league sports games where Michael Cera and Jack Black promote the movie and people at the game have to find people dressed as a caveman to win a prize
- A tie-in with sporting goods stores in their hunting or camping department

STUNTS/EVENTS:

- Have a Judd Apatow movie week for the week before the movie coming out
- "Cavemen" handing out flyers downtown
- Caveman style cookout - roasting chickens and other caveman style foods

NIGHT CLUBS/ BAR PROMOTIONS:

- Have a dress as your favorite Judd Apatow movie character night and have themed drinks like a "Superbad-ass margarita" or a "Pineapple Express Martini" or a "Ron Burgundy glass of milk" or a "40 Year Old Virgin margarita"
- Sell mead or other REALLY old alcohol drinks out of really cool looking goblets
- Year One bar night with prehistoric themed drinks (The Hieroglyph etc...)
- Caveman or toga costume party

PROMO ITEMS:

- A pen made out of a medieval looking club
- A pen that looks like a torch
- Michael Cera and Jack Black dolls dressed as their characters from the movie
- Year One faux-fur throw/jacket
- Year One faux-fur bear rug, or tiger rug like the ones with the heads on them
- Old looking alcohol goblets rather than coffee mugs
- Costumes that look like the ones from the movie to give out to winners of bigger prizes
- Mini-clubs (like in the trailer)
- Lighters
- Key Chains (shaped like spears)

PRESS MAILER:

- Faux fur wrapped press mailer
- Choose your own adventure press mailer