

JANET WAINWRIGHT PUBLIC RELATIONS
LAND OF THE LOST MARKETING PLAN

MARKETS: SEATTLE AND PORTLAND

Space-time vortexes suck.

Will Ferrell stars as has-been scientist Dr. Rick Marshall, sucked into one and spat back through time. Way back. Now, Marshall has no weapons, few skills and questionable smarts to survive in an alternate universe full of marauding dinosaurs and fantastic creatures from beyond our world—a place of spectacular sights and super-scaled comedy known as the ***Land of the Lost***.

Sucked alongside him for the adventure are crack-smart research assistant Holly (Anna Friel) and a redneck survivalist (Danny McBride) named Will. Chased by *T. rex* and stalked by painfully slow reptiles known as Sleestaks, Marshall, Will and Holly must rely on their only ally—a primate called Chaka (Jorma Taccone)—to navigate out of the hybrid dimension. Escape from this routine expedition gone awry and they're heroes. Get stuck, and they'll be permanent refugees in the *Land of the Lost*.

Based on the classic television series created by Sid & Marty Krofft, *Land of the Lost* is directed by Brad Silberling and produced by Jimmy Miller and Sid & Marty Krofft.

Target Market

- Ages 13-40
- 60% Male and 40% Female

Competition

The following are films that will be released within a week of *Land of the Lost* and could potentially compete with it at the box office because of their similar target market demographics.

- The Hangover – June 5th
- Away We Go – June 5th
- Drag Me to Hell – May 29th

What this means for us?

Although these films have target markets similar to ours, none of them fall into the “Will Ferrell” category. Let’s face it, when there’s a Will Ferrell movie, there are certain fans who see it just because he’s in it. Through our distinctive marketing campaign in print, radio, television and our targeted grassroots efforts we will create a strong buzz for the film by its June 5th release date.

MARKETING OBJECTIVES

To create anticipation for the June 5th release date of *Land of the Lost*.

To create an interest and awareness around the tag line:

“Space-time vortexes suck.”

To reach the demographics that would most likely watch this film on opening weekend or return for multiple viewings.

To work with multiple media outlets, in order to properly reach a large segment of our target market.

To execute fun and memorable grassroots promotions that increase visibility beyond traditional media outreach.

TACTICS

PRINT PROMOTIONS

Work with alternative weeklies to create local buzz for the film and its release.

RADIO PROMOTIONS

We recommend the following stations:

SEATTLE - KBKS (Popular) KFNK (Adult Hits)

PORTLAND – KUFO (Rock) KUPL (Country)

Have an on-air debate between listeners about what the best Will Ferrell movie is and why.

Have a radio competition where a DJ plays a clip from a Will Ferrell movie and people call in to guess which movie it was from.

Have listeners call in to say what their favorite TV show was when they were growing up. People can debate about which Land of the Lost series they liked the best.

COLLEGE PROMOTIONS

University of Washington Portland State University

Seeing as both universities' last days of school are June 5th, have a "last day of school" screening for students at both universities.

During the week before finals have a Will Ferrell night where students are invited to come to a screening dressed as their favorite Will Ferrell character.

Have an end of the year event at the Burke Museum of Natural History and Culture at the University of Washington. This would include paleontology students and advisors.

Place ballots all over campus during "Dead Week" where people vote for their favorite TV show from when they were a kid, or they can vote for which TV show from their childhood they would want to see turned into a movie most. This could also be an enter to win passes to the screening.

GRASSROOTS PROMOTION

UW Film Club – Email Blasts and invite club members to meet a local watering hole to get passes.

NIKE, MICROSOFT, GOOGLE AND INTEL - Campus-wide email blast to ALL Microsoft, Intel, Google and Nike employees inviting them to specialized screenings just for their employees.

TRIVIA BAR NIGHTS with a focus on Will Ferrell genre films

High School: Give high school leadership classes passes to give out as they choose to students at their schools, maybe at end of the year assemblies or as prizes for students who help the school the most

Bar Nights: Have Will Ferrell themed drinks like the "Nice Little Saturday," "Ron Burgundy Glass of Milk," or "Talladega Nights Powerade"

SPECIAL EVENTS

We would utilize the following events and venues to generate excitement about the film and create market-wide exposure beyond media promotions.

1. Seattle Mariners Games: 15 Home Games in May and 3 the week of the release

The release will occur during the beginning of baseball season and Mariner home games are great places for giveaways and promotions. Since the film is geared toward young people this would be a great place for giveaways.

LAND OF THE LOST STREET TEAMS WANDER THE GROUNDS HANDING
HANDING OUT TRADING CARDS WITH DIFFERENT PEOPLE FROM THE
MOVIE WITH MADE UP PALEONTOLOGY STATS ON THE BACK

Expected Attendance: 40,000/game

2. Faux Paleontology Dig

Attendees of the event will dig for artifacts like promotional items, passes to screenings, ROE's, money and the big prize will be a trip to meet Will Ferrell. This would be promoted on TV, radio and in print.

Expected Attendance: 1,000

3. Land of the Lost TV series viewings

Have theaters set up to play the Land of the Lost TV series during the weekend before the movie comes out. While there we can promote the movie and people can win passes to the screening.

Expected Attendance: 1,000

ON-LINE PROMOTIONS

1. Start a best Will Ferrell party idea contest on a *Land of the Lost* facebook group. In this group people will post videos of their best Will Ferrell impersonations and messages about what their favorite Will Ferrell movie is. Then we can have a giveaway with passes to screenings in their area and possibly a trip to the premiere.
2. Start a facebook group where people talk about the best TV shows from when they were kids. People can post pictures and videos of themselves as kids wearing the clothes from a TV show or sleeping with a TV show themed sleeping bag.

PROMOTIONAL OUTREACH

These retailers would be targeted with promotional mailings of flyers, passes and posters

Banks

Bars

Bike shops

Bookstores

Buffalo Exchange

Cafes

Clothing retailers
Coffee shops
Comic book stores
Concerts and music events
Crossroads Trading
Electronic stores
Gaming stores
Gyms
Libraries
Malls
Music retailers
Phone retailers
Pubs and breweries
Shoe stores
Restaurants
Trading card stores
Underground blogs
Video stores

PROMOTIONAL ITEMS

These promotional items could be used as prizing and promotion at events in our market and as part of our targeted promotional mailings.

Key Chains
Flash Drives
Magnets
T-Shirts
Paleontologist looking hats/vests
Comic book of the movie/story
Autographed posters from Will Ferrell and Danny McBride
Trading cards from the movie