

The MOVIE MARKETING Survival Handbook

HOW TO:

- Survive "Revision Hell"
- Handle the MPAA
- Survive a Box Office Disaster
- Win a Key Art Award

The
MOVIE MARKETING
Survival Handbook



HOW TO PLACE THE FRIDAY NIGHT PANIC CALL

As a client, you want to be liked. You really do. But once again, you-know-who screwed up and now you're going to have to make someone else work over the weekend to clean up their mess. Here are a few tips on how you can turn a bad situation into a glad situation for all parties involved.

1 Have Don LaFontaine make the call for you.

Who wouldn't enjoy hearing the deep, booming voice of America's favorite trailer voice on the other end of the phone narrating the following message:

**"Experience the magic.
Live the wonder.
Work this weekend."**

Classy man. Classy message.

2 Deliver a singing telegram.

Phone? No way. Song and dance? You bet! Try this upbeat method of delivering the bad news (sung to the tune of "Camptown Races")

*Oh, Guess who's working on Labor Day?
You are!
You are!*

3 Preface the bad news with even worse news.

If you must make the call yourself, try this tactic.

"Hey, did you know that due to the effects of greenhouse gasses, California will be entirely underwater by the end of this century? Oh, I almost forgot. I need you to work on *Short Circuit 4* this weekend."



Delivering the Friday night panic call with a singing telegram injects some fun into an otherwise unpleasant situation.

HOW TO HANDLE THE MPAA

We all admit that the MPAA is a necessary evil. It's just hard to keep that in mind when showing Halle Berry's ass-crack on the one-sheet. Therefore, it is to your advantage to learn the following techniques when dealing with Bethlynn Hand and her crew of "Untouchables."

1 Use the "Jedi Mind Trick."

Practice saying the following in front of a mirror: "There is not too much cleavage in this poster." When you think you've perfected this subliminal mind control exercise, you're ready for Bethlynn.

Warning: It is rumored that the MPAA has had multiple dealings with "The Dark Side." Use extreme caution.

2 Employ the Bugs Bunny defense.

In the midst of your heated debate with Bethlynn, pull a 180 and change your argument. For example...

Her: "That's a nipple!"

You: "That's a mole!"

Her: "That is a *nipple!*"

You: "A *mole!*"

Her: "A *nipple!*"

You: "A *nipple!*"

Her: "It's a *mole* and that's final!"

You: "Take it easy, we'll leave the mole."

Bugs Bunny is a trademark of Warner Bros. ©2001
Star Wars and associated characters © Lucasfilm Ltd. & trademark. All rights reserved.



A quick-witted argument can confuse the MPAA and turn the tables in your favor.

HOW TO DEAL WITH SELF-IMPORTANT MOVIE STARS (SIMS)

Mega-movie stars make our industry run. They put people in seats and keep 'em coming back for more. But man, can they chafe your ass! And who was the brain behind giving them “creative control”? Nevertheless, we still have to get their “blessing.”

1 Practice the subtle art of “brown-nosing.”

No one likes to suck up, but if it expedites the process, we say pucker up and kiss away! To prepare, rehearse the following phrases until you can say them without nausea or uncontrollable laughter:

- “How *weird!* That’s exactly what *I* was thinking!”
- “You’ve been doing this for quite some time, *haven’t you?!*”
- “I *know*, the studio never listens to me *either*.”
- “Funny, I’m a Scientologist *too!*”

2 Appeal to their vanity.

If the SIMS refuses to give up, say things like...

- “Where are you going to put the Oscar® you win for this?”
- “My, you have remarkable bone structure!”
- “You really don’t have a bad side.”
- “When I die, I’m coming back as you!”

3 Should you encounter a stampede of SIMS, remain calm and call for help.



"Brown-nosing" can be an uncomfortable, yet necessary part of getting the approval of a SIMS.

HOW TO SURVIVE “REVISION HELL”

Revising one idea into the ground can result in a potentially fatal “brain-drain” for both client and vendor. Symptoms, which include disorientation, blurred vision, dizziness and hyperventilation may indicate an advanced case of Revision Induced Stress Complex (RISC). To combat this debilitating condition, try the following tactics:

1 Build a “House Of Comps.”

Using the 400 or so useless 15" x 20" foamcore presentation boards in your office, construct a gigantic house of cards. It's relaxing *and* fun! Try these popular models:

- Animal House
- House on Haunted Hill
- The Alamo
- Life as a House

2 Meditate with your revisions.

Sitting in a full lotus position, gaze at your favorite revision for a period of sixty minutes while chanting the mantra “*On Time, Under Budget.*” Envision this particular piece of art evolving into a finished poster. Chances are extremely slim that this will actually occur. Try to think calm and relaxing thoughts anyway.

3 Play “Disguise The Star.”

Nothing reduces RISC like using a black grease pencil to deface all those revisions clogging your workspace. Try a goatee on Julia Roberts, a black eye on Sharon Stone, devil horns on Sandra Bullock and Groucho glasses on Charlize Theron. Use your imagination!



COMP 325



COMP 325a



COMP 325c.3-alt



COMP 325d.17-alt 9.2

Subtle, even undetectable, changes are an integral part of "Revision Hell." Can you spot the differences between these comps?

HOW TO WIN A KEY ART AWARD

Winning a Key Art Award can be tough even for veteran marketing executives. Take the following steps to ensure your victory.

1 Be bold.

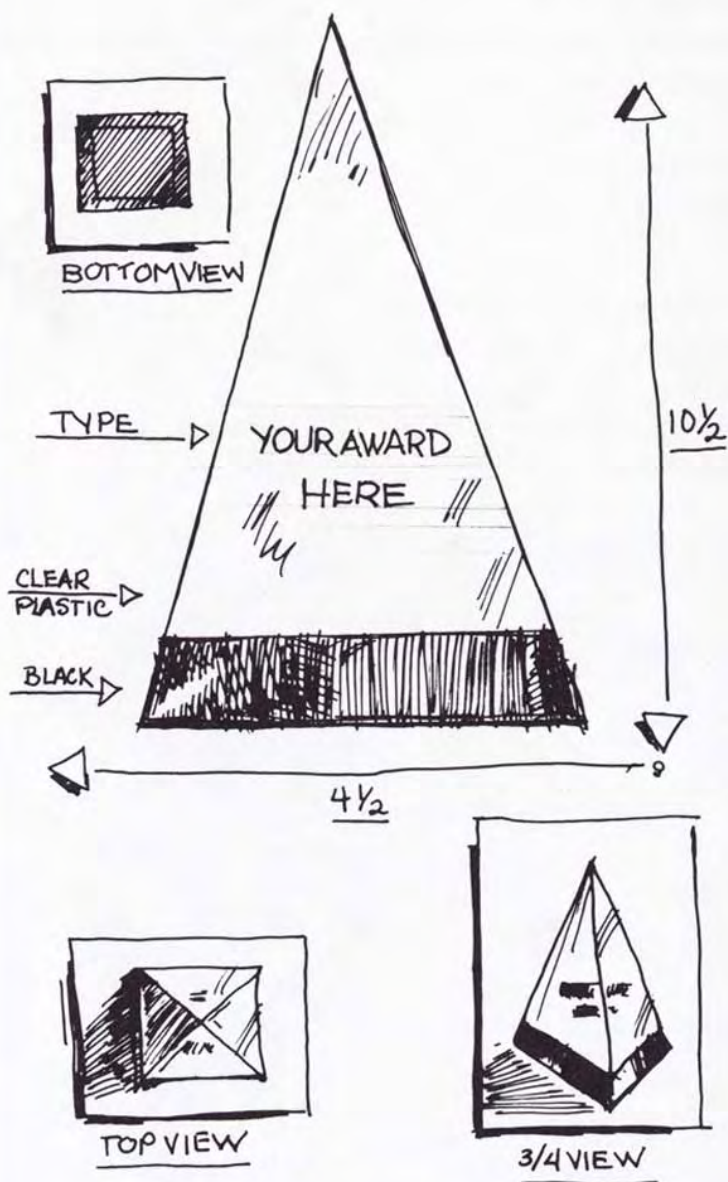
Campaigns come and go, but judges appreciate those who take chances. Anyone can put Tom Cruise up on Sunset, but it takes *chutzpah* to put up a billboard for *Tomcats* inside the Vatican. On Easter Sunday.

2 Get on the Key Art Judging Committee.

Still the best way of winning a Key Art Award. Even though you can vote for yourself, you'll need to "convince" enough friends to vote for you. (If you get my drift, and my friend Benjamin, here, says you do.)

3 Make your own Key Art Award.

Plastic resin is available at your local arts and crafts store. Follow the simple diagram to create your very own trophies. Displayed inside a glass case, few will be able to tell the difference from the real thing.



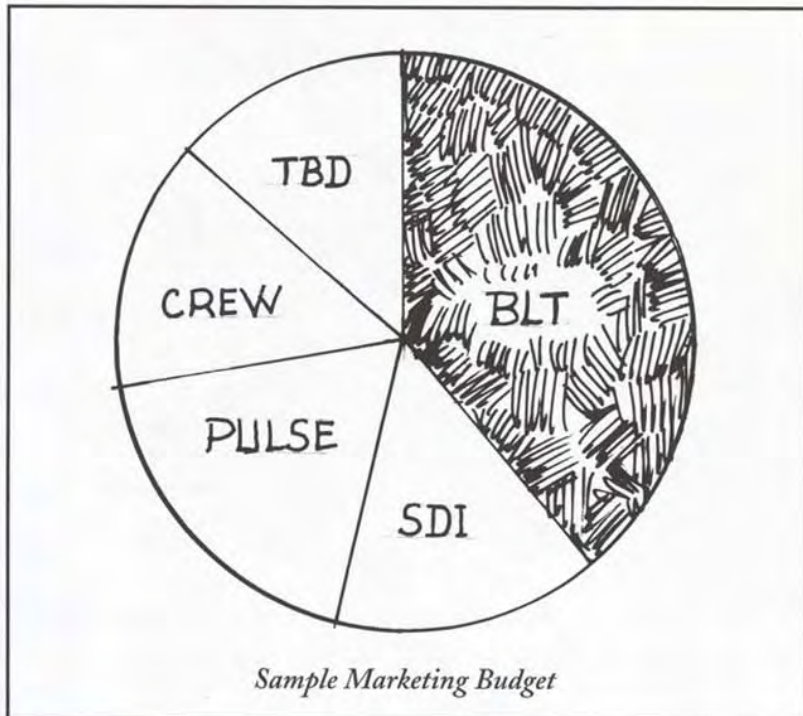
The easiest way to "win" a Key Art award is to make one yourself.

HOW TO MULTI-VEND AND NOT OFFEND

America runs on the spirit of competition. As does our industry. There's no greater motivator than the fear of someone else doing a better job. Multi-vending is a touchy subject, so here's our advice on how you can make your favorite agencies feel special:

1 Make a game out of it.

"Survivor" has been sweeping the nation. Now it's sweeping the marketing world as "real" vendors compete with each other for valuable cash prizes! Imagine the drama as agencies try to stay afloat! Feel the intrigue, as once-fierce competitors switch "tribes" and go to work for their former rival. You'll laugh 'til you cry, as those who don't "survive" "serve fries."



2 Blame it on your boss.

Tell the vendor that it's out of your control. Your boss has a special "relationship" with all five of the other vendors on the job and feels obliged to 'spread it around.' It's simply not up to you!

3 Say that you-know-who screwed up again.

Every vendor loves to hear that the biggest name in key art delivered substandard creative concepts. Your vendors will feel especially honored that you chose them to be the official "clean up" crew. Flattery will get you everywhere!

4 If all else fails, lie.

Try one of the following excuses:

- The director got involved.
- You didn't want to waste their time on such a stinker.
- You ran out of money.
- You've got something better in store for them.
- They were making the movie look too good.

HOW TO SURVIVE A BOX OFFICE DISASTER

It's a fact of life: movies are going to bomb. But that's okay. If every movie made money we'd all be out of a job. The simple fact is we need movies to tank. The trick is to not go down with the Titanic (the ship, not the movie) when it hits that proverbial iceberg of audience apathy. Here are a few life boats that can keep you afloat...

1 Deny involvement.

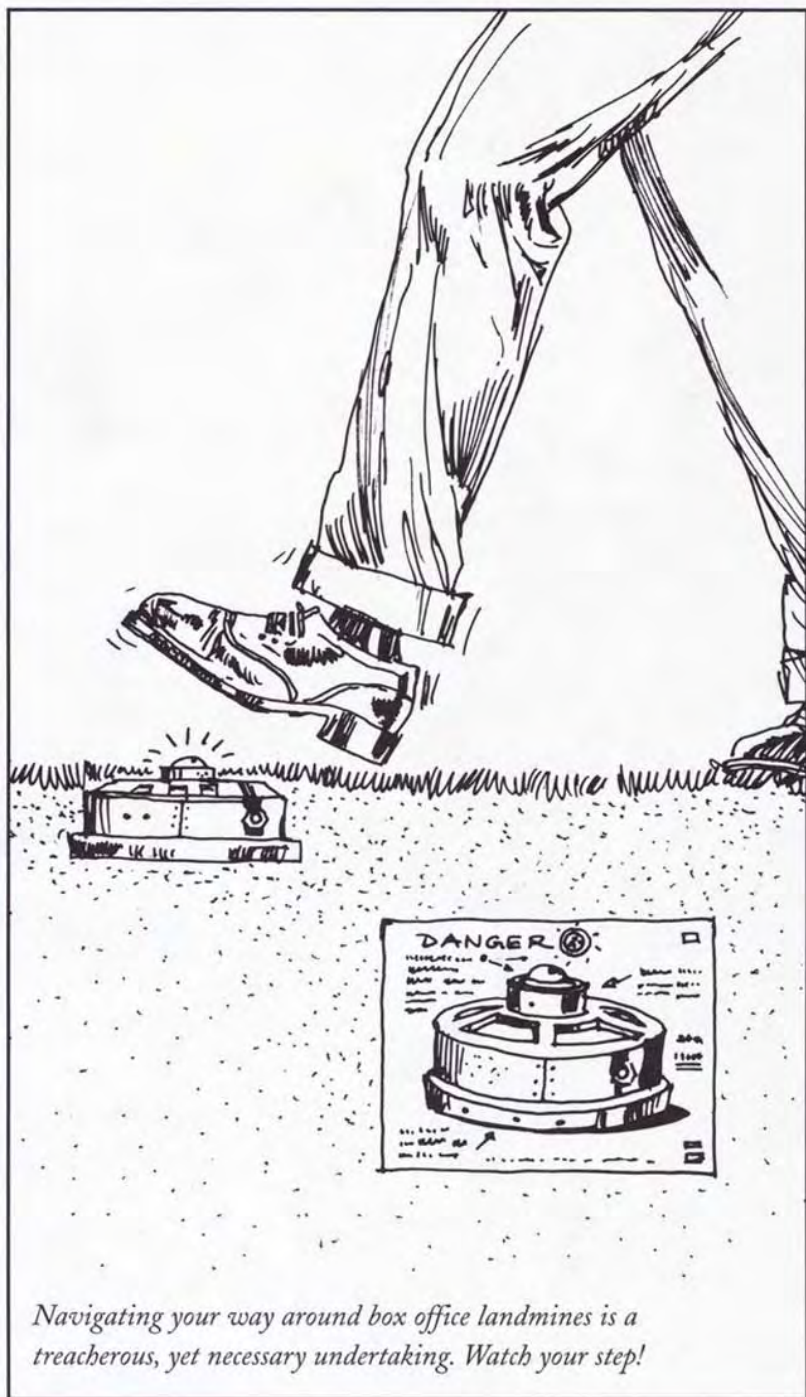
As a precautionary measure, tell no one that it was your hideous billboard looming over Sunset Boulevard for three agonizing months. After opening weekend, immediately delete all files and remove any incriminating evidence from your place of business that may link you to the disaster. If you are confronted about the bomb, change the subject or feign temporary amnesia.

Note: If the accuser persists, induce vomiting and flee the area.

2 Involve others.

When involved with box office bombs like *Heaven's Gate*, *Ishtar*, *Mr. Saturday Night*, or *Waterworld*, don't be a hero and feel you have to take the fall by yourself. Here are a few replies when questioned about your involvement:

- "Who *didn't* work on that pile?"
- "I believe the person you're thinking of is _____."
- "I told _____, but they wouldn't listen!"



Navigating your way around box office landmines is a treacherous, yet necessary undertaking. Watch your step!

This indispensable guide is essential in navigating the pitfalls inherent in movie marketing. Entertainment industry experts give illustrated, step-by-step advice on what you need to know FAST:

- ➔ How to Survive “Revision Hell”**
- ➔ How to Win a Key Art Award**
- ➔ How to Multi-Vend (and not Offend)**
- ➔ How to Handle the MPAA**
- ➔ How to Survive a Box Office Disaster**

...and many more urgent situations.