



Movie Advertising Plan

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# Digital Ad Sample



Digital display ad for use on social media and elsewhere online



Sonic the Hedgehog Movie Logo

# Situation Analysis

## Positive Forces:

- Sega, is a global company, which means Sonic's IP is famous throughout the world.
- Paramount Pictures is one of the world's oldest movie studios.
- Sonic the Hedgehog has had a strong base of dedicated video game fans for almost 30 years.
- Many video gamers are excited to see the new "Sonic The Hedgehog" movie after character redesigns.
- A "Sonic" movie could create an increased awareness of and appreciation for Sega's company.

## Negative Forces:

- "Sonic the Hedgehog" was an expensive movie to make (around \$85-\$90 million) and Sega and Paramount will both need to make a profit.
- Any investors who are connected to the movie will want to earn their money back with some profit.
- Movie theaters will want a cut of the box office revenue.
- Video game movies are usually less popular with audiences than other movies are.
- "Sonic" is being released during a month when less people attend movie theaters.



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# SWOT Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"><li>• Sonic has a large and loyal fan base</li><li>• Fans excited after changes are made to Sonic's look in the movie</li><li>• Sonic is a global brand, with \$9 billion in gross revenue</li><li>• The Sonic brand has sold 800 million games</li></ul>	<ul style="list-style-type: none"><li>• Fans might compare the "Sonic" movie to the video games and other Sonic products</li><li>• High expenses: Film cost \$85-\$90 million to make</li><li>• Sonic is Sega's most famous property</li></ul>
Opportunities:	Threats:
<ul style="list-style-type: none"><li>• With movies like "Detective Pikachu," video game movies are becoming more popular</li><li>• 24% of people who go to the movies are under 18</li><li>• Younger people go to the movies more often</li></ul>	<ul style="list-style-type: none"><li>• Video game movies are not as popular as other types of movies</li><li>• The "Sonic the Hedgehog" movie is being released at a time of year when less people go to movie theaters</li><li>• Fans might compare "Sonic" movie to other video game movies like "Detective Pikachu"</li></ul>



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# Goals, Objectives, and Target Groups

- Goal: To reinvigorate, re-energize, and increase the popularity of “Sonic the Hedgehog’s” brand and IP within the next two years.
- Objectives:
  - To increase the attendance of the “Sonic the Hedgehog” movie in theaters by 20% over the next 3 months
  - To increase DVD sales by 30% within 24 months after the movie’s theatrical run.
  - To increase the value of Sonic’s IP by 10% over the next 24 months
- Target Audiences:
  - Video Gamers
  - Movie Fanatics
  - Young Families
  - Children



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# Strategies and Tactics

- Use targeted communication to reach key audiences by distributing display and video ads on social media, video game, and movie websites.
- Use digital ad re-targeting techniques to increase the frequency of how often video gamers and young families see each ad.
- Provide one-way communication to general audiences by posting advertisements on billboards, busses, and taxis in major cities located in the U.S., China, and Japan.
- Broadcast promo videos on all major TV and radio networks and on movie streaming sites like Netflix and Hulu to increase target audience anticipation.
- Push more merchandise in major retail stores where key audience members shop – video games stores, clothing stores, etc.
- Publicize the movie by posting targeted, interactive ads in trade and consumer magazines that key audience members will read.



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# Evaluation

- Measure click through rates on digital display ads.
- Track watch time of online video ads.
- Monitor purchase rates and percentages on movie ticket websites.
- Track box office sales at physical theater locations.
- Measure increase in video game and other merchandise sales within two years after the movie is released.
- Track DVD sales for 24 months after movie's theatrical run.
- Measure increase in traffic to movie's website that comes from digital ads and interactive magazine ads.
- Report financial progress to Paramount's and Sega's CEOs on a quarterly basis.



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