
POP & FIZZ

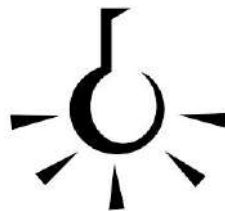
CREATIVE AGENCY

Our Task



Develop innovative marketing strategies for younger millennials 18-24 years old to:

- Increase Universal box office purchases
- Maximize opening weekend



Create WOW Idea millennial campaigns for:

- Mortal Engines
- The Voyage of Doctor Dolittle

Pre-Campaign Research

Methods

Primary Research



Survey

- + Objective:
 - + Confirm secondary research findings about the fear of missing out, cast associations, substitutes, and creative concepts
- + 385 respondents from across the US
- + 95% confidence



Focus group

- + Objective:
 - + Gain insights in creative concepts
 - + What ideas work and what ideas don't
- + 22 Students recruited from USC



Interviews

- + Objective
 - + Understand millennial movie going habits and behavior
- + 88 Participants from 8 US States

Secondary Research Topics

- + **Over 137 sources and databases**
- + Competitive Analysis of Recent Theatrical Releases
- + Client and Entertainment Industry SWOT Analysis
- + Symphony Overviews
- + Millennial Movie Going and Opening Weekends
- + Competitive Substitutes
- + Purchase Drivers
- + Best Practices for Engaging Millennials
- + Consumer Profiles and Segment

Industry Analysis



Strengths

- + Global Awareness and Recognition
- + Symphony family



Weaknesses

- + Difficult for a non-franchise to compete and meet Jurassic World expectations



Opportunities

- + Launch new franchises
- + Increase millennials attendance at box office



Threats

- + Disney (largest market share from 2016-2018; Lucasfilm and Marvel)
- + Competitive substitutes (i.e Netflix, Hulu...)

Universal's **established symphony network** enables it to be the market leader

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Symphony - Cable & Broadcast



- + In the 2016-2017 season, NBC lead the 18-49 demographic,
- + The **first time in five years** a network has been #1 without the Superbowl or Olympics.



- + “This is Us” is the top broadcast network drama in **18-49** demographic

THIS IS US

Top NBCU cable/broadcast networks with viewers in the 18-49 age range:



80%



70%



61%



60%



58%

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Symphony - Digital



- + **12th** most visited retail website



- + **3,248** video views per minute
- + **433 million** video views via social media



- + Universal's NBC app - audiences are more likely to watch their shows here vs. regular TV



- + CNBC desktop - ranked **#1** in the category for the first time with a record **26.9 million** unique visitors

Millennials

Appealing to Millennials



Technologically Focused
Movement to online social platforms



Experiential
Experiences that drive
fear of missing out



Liberal
Socially and environmentally
conscious



Financially Conscious
Rising student debt
Lived through the Recession

Opportunities with Millennials

How often do millennials 18-24 years old go to the movie theater?

Once a week or more	12.3%
2-3 times a month	22.6%
About once a month	15.5%
3-6 times a year	17.5%
1-2 times a year	21.2%
0 times a year	11.2%

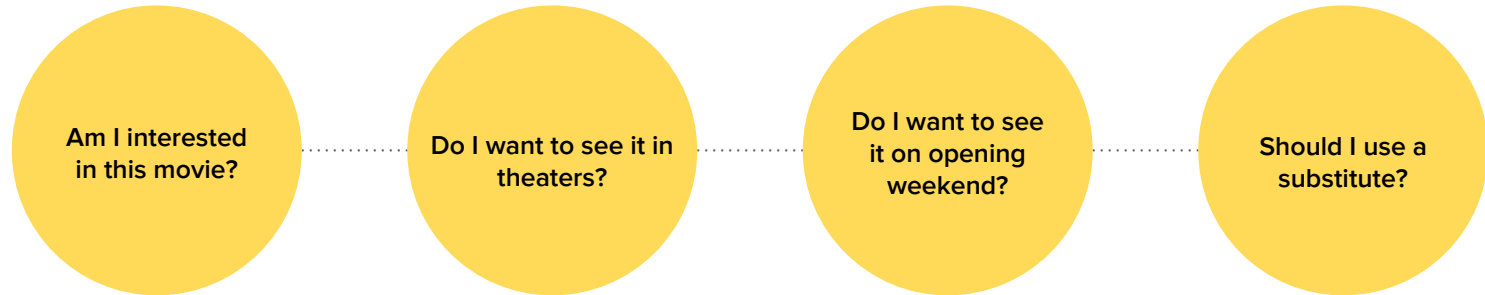
31 million:
Younger U.S. Millennials
10% of total population

Source: Primary research (Survey)

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Millennial Purchase Process

There are social and situational requirements that need to be met at different stages of deciding to see a movie on opening weekend.



Am I interested in this movie?

Trailer

- + A good trailer is ranked as the No. 1 driver for movie ticket purchase at all time (in general & in opening weekend).
- + Elements in a trailer:
 - + **Movie genre** → factor deciding whether millennials watch in theaters
 - + Theme
 - + Plot

Genre Preferences

1. Comedy 82%
2. Action/Adventure 75%
3. Drama 70%
4. Animated 65%
5. Horror or Romance 62%

Am I interested in this movie?

Do I want to see it in theaters?

Do I want to see it on opening weekend?

Should I use a substitute?

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Do I want to see it in theaters?

In General	On Opening Weekend
1. Trailer	1
2. Friends/Family going	2
3. Buzz	6
4. Reviews	3
5. Talent	7
6. Discounted tickets	4
7. Boredom	5
8. Format (IMAX, 3D)	8
9. Fear of Missing Out	10
10. Avoiding Spoilers	9

Hot buttons that get millennials in theaters

Am I interested in this movie?

Do I want to see it in theaters?

Do I want to see it on opening weekend?

Should I use a substitute?

Fear Of Missing Out & Word Of Mouth

What is Fomo?

The uneasy and sometimes all-consuming feeling that you're missing out - that your peers are doing, in the know about, or in possession of more or something better than you

What experiences cause the most FOMO:

Vacation
Night Out
Dinner
Concert
Party
Movies

What drives FOMO in theaters:

- Word of mouth
- Friends and family want to go
- Good reviews

Am I interested in this movie?

Do I want to see it in theaters?

Do I want to see it on opening weekend?

Should I use a substitute?

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Talent

- + **Major** driver for movie ticket purchase
 - + Include famous casts, directors, producers, etc.
 - + A potential **threat for Mortal Engines** because of the unproven cast even with Peter Jackson's name (**25%** name recognition)
 - + An **opportunity for The Voyage of Doctor Dolittle** (**70%** name recognition)
- + However, **increased movie tickets purchase intent** after talent awareness:
 - + **49%** for movie with Peter Jackson AFTER knowing his work
 - + **65%** for movie with Robert Downey Jr.

Am I
interested in
this movie?

Do I want to
see it in
theaters?

Do I want to
see it on
opening
weekend?

Should I
use a
substitute?

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Moviepass as a Purchase Driver

People with Moviepass are more likely to go to see movies (doubled theater attendance)

- + 18% millennials own a movie pass
 - + (57% do not, 25% don't know what it is)
- + 1.5 Million Moviepass subscribers in US by Jan. 2018



“Movie tickets are too expensive” is the NO.1 reason why millennials don’t go to see movies

Am I interested in this movie?

Do I want to see it in theaters?

Do I want to see it on opening weekend?

Should I use a substitute?

Summary of Theater Drivers



Trailer

No. 1 reason for millennials to go to the theater



FOMO

Millennials experience fear of missing out on movies or theater experience over half of the time



Talent

Talent association and cast members are main purchase drivers



Discounted tickets

People with MoviePass are more likely to watch a movie

Should I use a substitute?

- + Subscriptions are convenient and cheap:
 - + Average movie ticket price: **\$8.93**
 - + Hulu and Spotify college student bundle: **\$4.99/mo**
- + Available whenever and whatever they want
 - + **4,355** movies available on Netflix
- + Defines FOMO movies versus NON-FOMO movies
- + Original content competes with theatrical releases

Am I
interested in
this movie?

Do I want to
see it in
theaters?

Do I want to
see it on
opening
weekend?

Should I
use a
substitute?

NETFLIX

HBO

amazon
instant video

hulu

YouTube

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Personas



Kelly Kapoor
THE ULTRA FAN
Age: 18

Movies should stay true to the books – she should know, she read ALL of them.

Other: Goes to fan conventions, #Hufflepuff4Life

Movie: Maze Runner



Jenna Maroney
THE SOCIALITE
Age: 20

Movies are a social activity to connect with others; she has to stay up to date.

Other: on all Social Media, NO FOMO

Movie: Pitch Perfect



Tom Haverford
THE “UP FOR ANYTHING”
Age: 22

Doesn't have anything better to do. Movies are expensive, but...
TREAT YO' SELF.

Other: has an Alexa and a Roomba DJ, watches Game of Thrones

Movie: Black Panther



Ross Geller
THE MOVIE GEEK
Age: 24

Movies are his passion and he knows more about them than you.

Other: Favorite book is Ulysses, Starbucks isn't real coffee

Movie: The Shape of Water

Mortal Engines

Mortal Engines Findings

- + **Only 25% recognize Peter Jackson** by name:
 - + Most people know him through **The Lord of the Rings (71%)** and **The Hobbit (70%)**
 - + Purchase intent increases **AFTER** knowing his portfolio
 - + **Higher Name Recognition** for Peter Jackson than the competitors
- **Leverage Peter Jackson AND HIS PORTFOLIO**
- + **Most Appealing Themes:**
 - + **“Adventure”, “Survival”, “Dark and Mysterious”**
 - + The trailer successfully communicates those themes
- + Providing plot background and building the Mortal Engines world **greatly increases** movie purchase intent (**65%**)

+ Assets

- Liabilities



Trailer

- + Appealing themes: Adventure (56%), survival (51%), dark/mysterious (50%)



FOMO

- + “Traction Era” as unique positioning
- + Education drives purchase by 65%



Talent

- + Leverage Peter Jackson portfolio

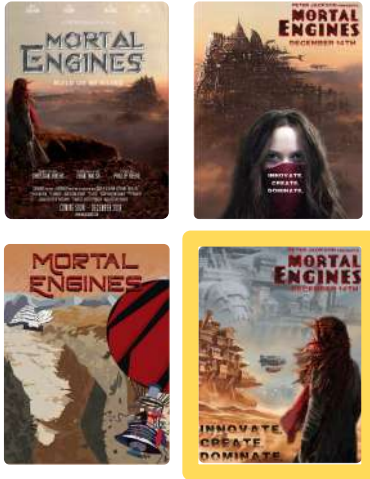
- + Strong opening weekend competitors from established franchises
 - Though Aquaman and Alita Battle Angel are strong competitors, Peter Jackson’s name is more influential than competitor’s talent

- + First in a series (only 18% are likely to see the first in a series in theater)

- + Unproven cast

Original Concepts

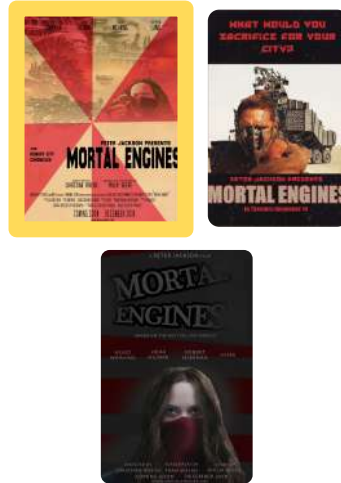
Innovation vs Desolation



Build or Be Killed

Innovate Create Dominate

City Pride Propaganda

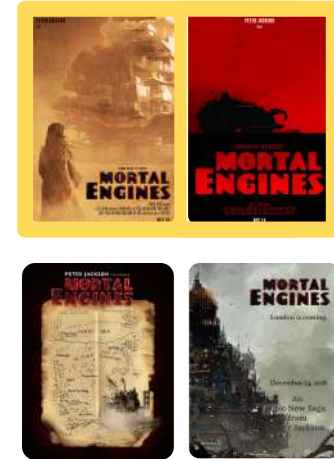


The Hungry City Chronicles

What would you sacrifice for your city?

Based on the best-selling novels

Contemporary Colonialism

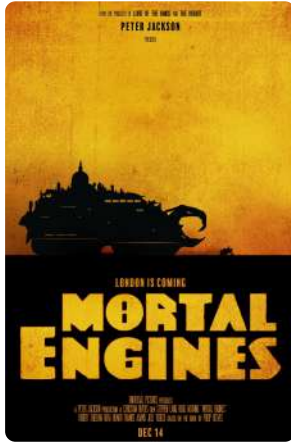


From Dust to Dust

Survival of the Biggest

London is Coming

Testing Results

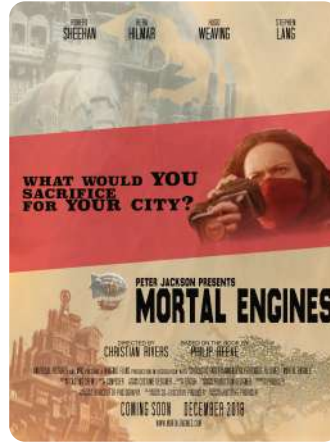


LONDON IS COMING

Pros: Dramatic, Dystopian, Creates Intrigue

Cons: Tagline

Tagline: Intriguing, but too similar to Game of Thrones



WHAT WOULD YOU SACRIFICE FOR YOUR CITY?

Pros: Propaganda, City Pride theme is unique

Cons: Cliche, Confusing

Tagline: Lengthy, confusing



BUILD OR BE KILLED

Pros: Establishes post-apocalyptic genre

Cons: Basic, cliché, girl out of place, looks like a book cover

Tagline: Cliche, Not Serious

Final Big Idea

Tagline:

Welcome to the Traction Era

Poster:

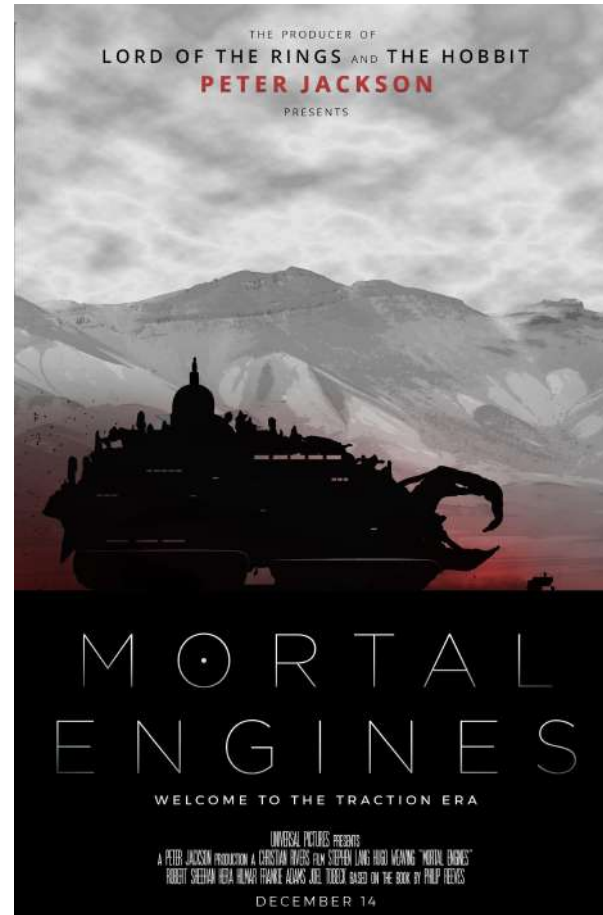
Graphic Elements

Peter Jackson's portfolio

Tone:

Dark and Mysterious

Adventure and survival



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Campaign Foundation



Campaign:
Welcome to the Traction Era

Comic-Con Appearance

 July



Description

- + Peter Jackson surprise appearance
- + Exclusive content and movie secrets
- + Actor panel
- + Teasing Traction Era Documentary
- + Peter Jackson pushes the Countdown Button and starts the Countdown Activation

Millennial Rationale

- + Comic-Con draws **130,000+** attendees each year
- + Most attendees: 18-35
- + Millennials attend because they're **superfans**
- + Other reasons to attend:
 - + Fan of movies, games, or Sci-Fi
 - + Interested in exclusive content and merchandise
 - + Wanting an exciting and immersive experience

Countdown Button

 July



Description

- + Peter Jackson pushes Countdown button at Comic-Con
- + Billboards: black → 60 second countdown → London eats traction city
- + “Welcome to the Traction Era”
 - Appears in Fremont Street (NV), LA Live (CA), Millennium Park (IL), Universal Orlando (FL) and CityWalk (CA)
- + Invitations to top Twitch and Instagram influencers
- + Wristbands allow access to shuttle bus with VIP entrance into Comic-Con

Millennial Rationale

- + Brand engagement, prefer experiential opportunities
- + Accustomed to immediacy
- + Earn media attention by being mentioned in talk shows (i.e., Today Show)
- + Electronic press kit

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Traction City Bus

 July - December

Description

- + Debut at Comic Con event and will be used for CityWalk PR event
- + Take over London “**hop on, hop off**” style bus
- + Chance to win through presale ticket purchase
- + Snapcode: 3 pick up locations in popular Los Angeles areas
- + Transports to Universal CityWalk

Millennial Rationale

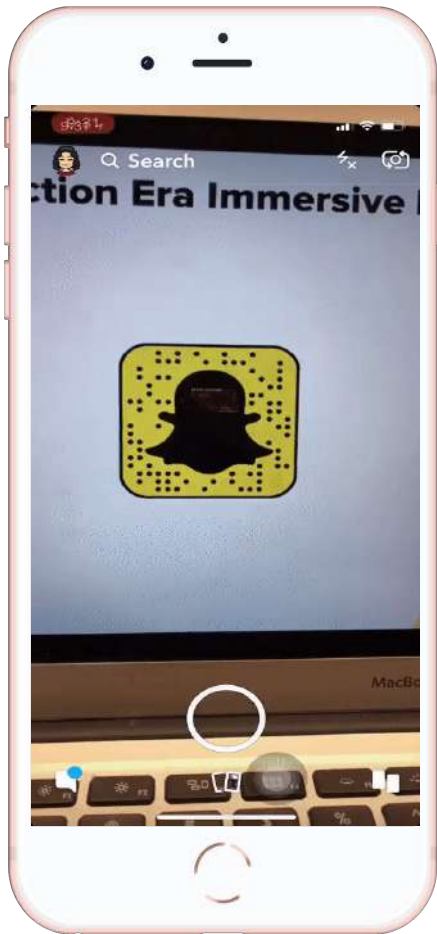
- + Millennials love authentic and interactive experiences: a study from the Harris Group reported that **72%** of millennials would rather choose an experience over a material item.
- + Capitalize on millennial fascination with London



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Traction Era Snapcodes

📅 July - December



Description

- + More than a Snap: Exclusive + Immersive Snapchat Travelling Experience

Execution

- + Launch during Comic Con
- + Snapcodes spread around the city, unlocking exclusive content and filters

Millennial Rationale

- + **41%** of 18-34 year olds in US are reached daily on Snapchat
- + More than **10 million** daily video views on Snapchat

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Pop-Up Event - Universal CityWalk

 Nov - Dec



Description

- + The Traction City Buses will serve as the shuttle to this VIP Pop-Up Experience
- + **Limited access** to people who use the Snapchat scan
- + End location: Globe Theater at Universal
- + Mobile Escape Room access and party includes DJ performances, open bar (21+), dancing

Millennial Rationale

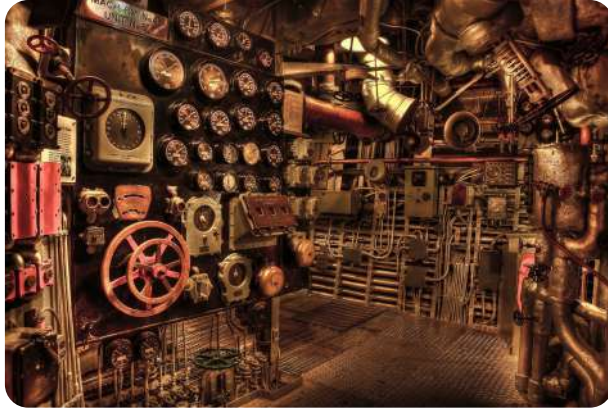
- + Limited access **appeals to FOMO** and **generates WOM** for the activation
- + Millennials are interested in “Pop-Up Culture;” events, stores, or installations that generate buzz and are time sensitive

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Mobile Escape Rooms

THE **ESCAPE** UNIT with LOCAL EXPERIENTIAL PARTNERS

 Nov - Dec



Description

- + Escape rooms activations on **college campuses** and **Universal CityWalk**
- + Each room represents a different traction city
- + **Limited access** to select students who RSVP'd and campus orgs who signed up
- + Upon completion, free ticket to Mortal Engine opening weekend

Millennial Rationale

- + Escape rooms are **popular with millennial** (25% of participants are 18-24)
- + Limited access **appeals to FOMO** and **generates WOM** for the activation
- + Free movie ticket
 - Encourage bringing friends or plus ones to opening weekend
 - Creates FOMO as well

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Mobile Escape Room Jimmy Fallon Segment



 Nov - Dec

Description

- + Bring our mobile escape room to Jimmy Fallon
- + Have Jimmy and the main characters go through the mobile escape room together
- + Broadcast on The Tonight Show AND post to social media channels, including YouTube

Millennial Rationale

- + Good way to introduce this newer cast to audience in a fun way
- + Clips can be pushed out on social media via Fallon's popular YouTube channel since millennials watch him on YouTube more so than on air

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Supplementary Tactics



Co-branded teaser

- Kids playing soccer in an abandoned soccer field at night
- Suddenly, earthquake!
- Kids looks up, the sky shakes
- Zoom out, reveal they are playing on a giant traction city
- The traction city is on the move
- Cuts to teaser

Interactive social

- Animated traction city swallows another city. Each represents a country that was eliminated.
- Amplified tweet by FIFA twitter, Universal Pictures, cast members, as well as other influencers

 June - July



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Traction Era Documentary Miniseries

 Aug - Oct



hulu



Description

- + “Making of” documentary with broadcast on and offline
- + Get to know the filmmakers, cast, author
- + 5-7 minutes episodes
- + Shortened, 1-min spinnet will be used as sponsored ads on YouTube, FB, and IG
- + Leads audience to website and eventually buying tickets

Millennial Rationale

- + Millennials want to be immersed in the worlds created by films
- + 81% of Millennials watch Youtube
- + Recent high viewership in documentaries amongst millennials
- + educating millennials on the plot increases intent to watch the movie

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Logo Crawlers

 Nov - Dec



Description

- + Customize all Universal channels' logo as its own **"themed city"** (a.k.a. logo crawler)
- + Have any Mortal Engines traction city chase channel's logo crawler on the lower third
- + The channel logo reappears on the other side of the screen
- + Show website URL

Millennial Rationale

- + NBC's increasing viewership includes millennials



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AR Boomerang/GIF Booth in Theaters

 Aug - Oct



Description

- + Visitors create Mortal Engines AR GIFs of themselves
- + Users place themselves in key environments from the film
- + To be posted to Instagram Stories/Snapchat Stories
- + Features ME logo & release dates

Millennial Rationale

- + Photo/video opportunity for target demographic to engage with on social media
- + Generates buzz and **word-of-mouth**
- + Promotes film to movie-goers

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Mortal Engines Mobile Game



Create addiction and word of mouth



 Nov - Dec

Description

- + Addictive and engaging game where cities eat each other for survival of the biggest: Agar.io style.
- + Movie promotion within the game with in-app ticket purchase

Millennial Rationale

- + Global Esports audience is expected to reach 426 million by 2020
- + 79% of monthly Esports viewers are less than 35 years old
- + Millennials touch their smartphones 45 times a day

Welcome to the Traction Era: Roll-out

Wow Tactics



Jul. 18

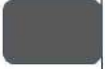
Aug. 18

Sep. 18

Oct. 18

Nov. 18

Dec. 18



Supplementary Tactics:

- Fifa Co-Branded Commercial
- Traction Era Documentary
- Logo Crawlers
- AR/ Boomerang Booth
- Mobile App/ Game

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The Voyage of Doctor Dolittle

Doctor Dolittle Findings

+ Talent:

- + Broad fan appeal for Robert Downey Jr.: **65%** are willing to watch a movie he is in
- + John Cena, Emma Thompson, Octavia Spencer are **most appealing** after RDJ and Selena Gomez
- + **45%** find all-star cast appealing

+ Top Themes associated with Dolittle:

- + **Silly humor, Edgy humor, Love and acceptance**

+ Most Appealing Elements:

- + **Character recognition** of Doctor Dolittle (33.5%), **Environmentalism** (31%), **Epic Wondrous Adventure** (26%)
- + Emphasize the talent/voice behind the talking animals to appeal to millennials

+ **Youtube:** Pet and Animal videos have **332M** subscribers with **364M** watchtime

⊕ Assets



Trailer

- + Humor (55%)
- + Minimal Theatre Competition
- + Expectation of plot: talk to animals (44%)



FOMO

- + Epic and wondrous adventure with cast



Talent

- + Robust cast (RDJ, John Cena, Emma Thompson)

⊖ Liabilities

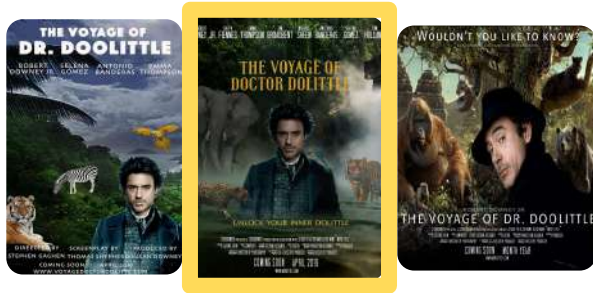
- + Eddie Murphy Comedy Association
- + Association with kids / younger audience

- + Communicating value of the adventure

- + Expectations of a Tony Stark persona (73% associate him as Iron Man)

Original Concepts

Stories Untold



Tagline:

Unlock your inner dolittle

The wild's calling

Wouldn't you like to know?

Voice For the Animals



Tagline:

When the animals speak, he listens,

We need to talk

Wanderlust



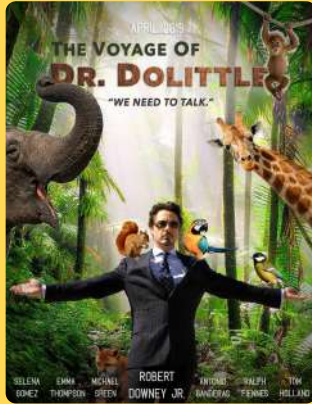
Tagline:

The Journey Of a Lifetime Awaits,

Are You Listening?

The Wild's Calling

Testing Results



We Need To Talk

Pros: Funny, lighthearted, relatable, connects to original

Cons: Cheesy, too childish, too similar to original, PG

Tagline: Males liked it, Females did not



The Wild's Calling

Pros: Mature, dry humor, intense, hits demographic

Cons: Dark, sinister, not funny

Tagline: "Nothing spectacular"



A Lifetime of Discovery Awaits...

Pros: Colorful, imagery, warm, inviting, conveys travel

Cons: Vague, overly surreal, TIN
TIN

Tagline: Cliche, juvenile

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Concepts Round Two - Poster

Objective: Stories Untold + Wanderlust + Voyage + Humor



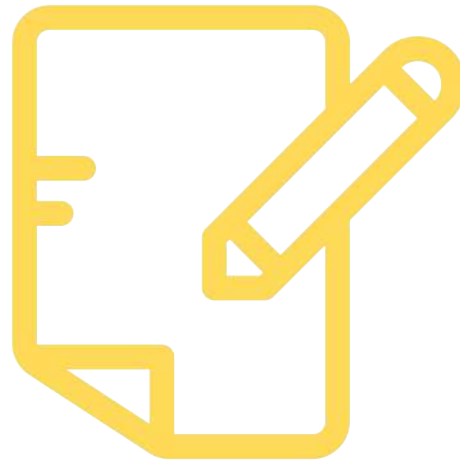
Source: Primary Research (Focus Group)

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Concepts Round Two - Tagline

Objective: Stories Untold + Wanderlust + Voyage + Humor

- + We Never Travel Alone
- + It's Not Just In His Head
- + A Classic Story, Retold
- + ***He's Not A People Person***
- + Hearing Voices Isn't Usually A Good Thing
- + A Journey No One Could Talk Him Out Of
- + Not Your Typical Conversationalist
- + A Little Bird Told Me
- + Trust Me, I'm A Doctor
- + Do You Want The Good News or The Bad News



Final Big Idea

Tagline:

He's Not a People Person

Creative:

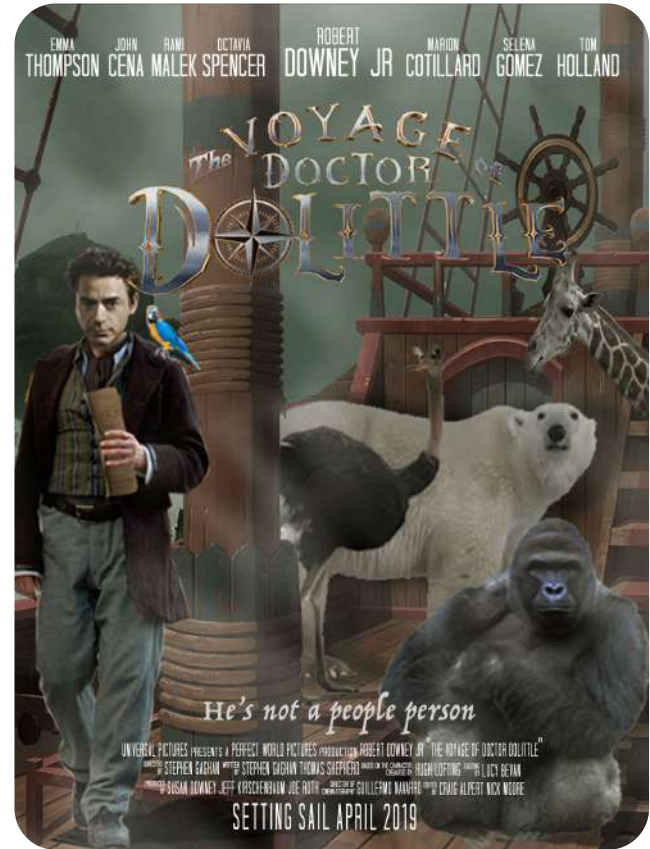
Combination of Wanderlust and Stories Untold with confirmed elements about the movie

Themes/Genres:

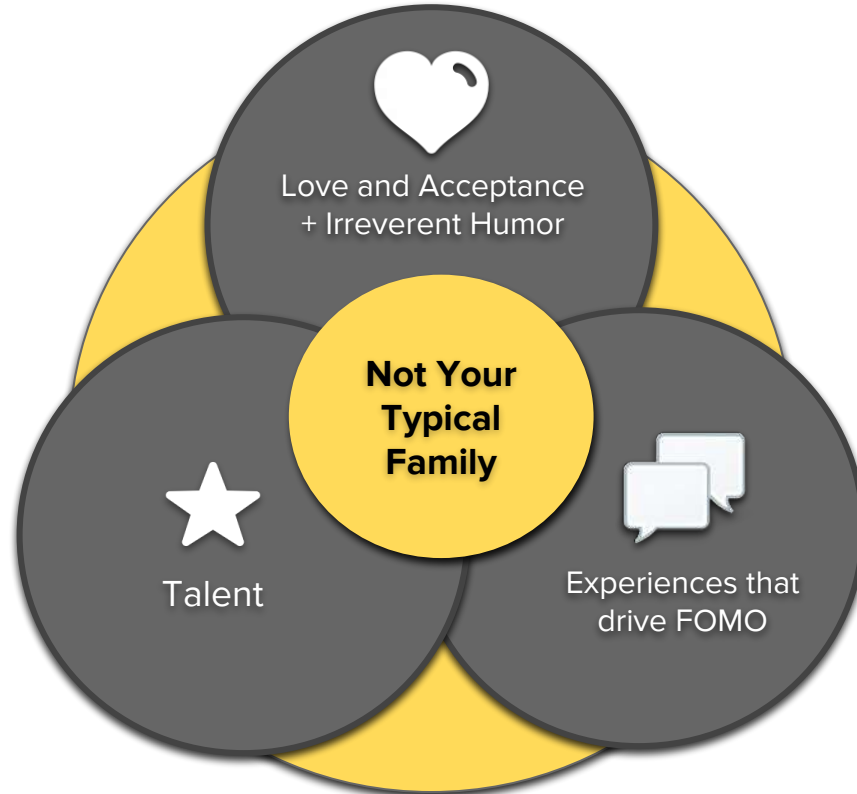
Adventure

Edgy Humor

Love and Acceptance



Campaign Foundation



Source: Primary Research (Focus Group)

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Campaign:
Not Your Typical Family



Dolittle Thanksgiving Shopping

Description

- + Dolittle, Poly, Dab-Dab, and Jip make a surprise appearance at Whole Foods during the Thanksgiving grocery shopping season
 - + Microphones allow Dolittle and his friends to talk to each other as they shop for their family's Thanksgiving meal
- + Film interactions/reactions and release footage on social media (RDJ + Universal) and YouTube to generate earned media
- + Promote on talk shows throughout symphony network

Millennial Rationale


- + 16% of all grocery store spending by Millennials are done at Whole Foods because they are collectively health conscious
- + New 365 Whole Foods Markets have garnered attention with Millennials





Dolittle's Alexa Takeover

with 

 Nov - Dec 2018

Dolittle and Polynesia Help Peppers the Parrot (30 second spot):	Dolittle and Plimpton Check the Traffic (30 second spot):	Dolittle and Fleming Handle Pest Control (30 second spot):	Dolittle and Chee-Chee Handle Shipping Orders (30 second spot):
<p>Alexa, why is Peppers sad?</p>	<p>Alexa, what's the traffic update?</p>	<p>Alexa, can you find me an exterminator?</p>	<p>Alexa, order wrapping paper! Alexa, order another Echo!</p>
<p>Poly (Emma Thompson) responds]: Better yet, who can take her seriously with a name like Peppers?</p>	<p>Why, your commute to work is a little congested. But it's only fifteen minutes by ostrich...</p>	<p>Fleming (Craig Robinson) responds]: Who do you think you are, tough guy? I bet you--</p>	<p>[Chee-Chee and Dolittle riffle through their bags, looking to fulfill the influx of orders].</p>
<p>The woman looks confused, her parrot, Peppers, responds]: Dolittle knows!</p>	<p>[The man looks at his Alexa confused].</p>	<p>[Dolittle covers his mouth, Fleming muffles complaints into Dolittle's hands].</p>	<p>[RDJ responds]: It looks like your order will be there in two business days, after all!</p>

Holiday On Air Integrations

Nov - Dec 2018



Description

- + **Dolittle short** featured on NBC shows
- + Focusing on *Christmas in Rockefeller Center*
- + Dolittle will take his 'family' ice skating the day of the tree lighting
- + The short will be broadcast during commercial breaks of *Christmas in Rockefeller Center* AND distributed on NBC's social media channels, including YouTube

Millennial Rationale

- + Christmas in Rockefeller Center brings in 9 million views ranging from 18-49 year olds
- + Good way to begin to introduce main characters and begin to shape their personalities in a relatable way



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New Year, New Dolittle



doctordolittle 

Following



0 posts

20.5m followers

0 following

Doctor Dolittle Official Instagram of Doctor Dolittle



Jan 2019

Description

- + **Combats** a major movie **liability**
- + **RDJ Social Media Rebrand:** All of RDJ's social media accounts will have photos/former content deleted on **News Years Eve** (archived from the public)
- + His profile pictures will be removed and replaced with anonymous gray person-shaped avatars
- + **On News Year Day, RDJ will emerge as Doctor Dolittle** on all his social platforms and change his avatar and user handle **until the movie's release**

Millennial Rationale


- + Leading up to her sixth studio album, Taylor Swift garnered media impressions by deleting all of her social media and blacking out her website
- + This noticeable and drastic step created buzz across Twitter
- + **73% of Millennials associate RDJ as Tony Stark**

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Do It Like Dolittle



 Jan 2019

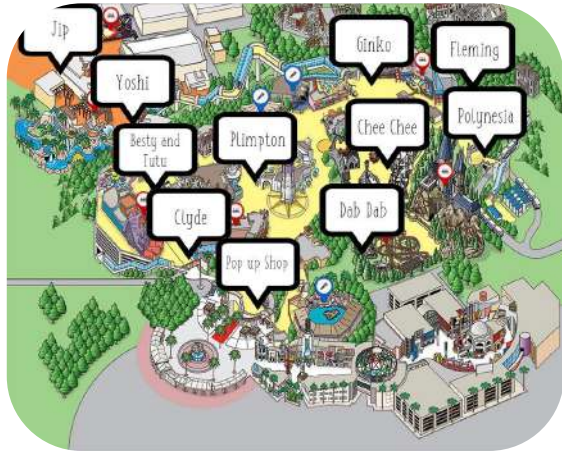
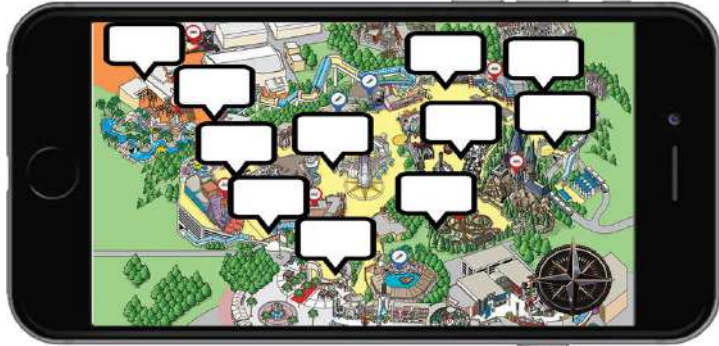
NFL Playoffs Co-branded Commercial

- NFL players playing on the field
- Suddenly, **Yoshi intercepts the ball**
- Other animals join forces
- Win the game against the football team
- RDJ steps in, berates the animals for getting distracted on their journey



Park Scavenger Hunt

📅 Jan - April 2019



Description

- + Pop-up Dolittle store and info booth at park entry where park-goers will go onto the Official Resort App and get the scavenger hunt map
- + The map will feature riddles to assist participants in finding hidden characters from the movie
- + Upon completion, participants 18+ will be entered to win an all expenses paid 'Wanderlust Trip'

Millennial Rationale

- + **Growing millennial attendance** at theme parks
- + Millennials desire experiences

POP & FIZZ

Dolittle's Voyage

📅 Mar - Apr 2019

Description

- + Pop-up multisensory experience in CityWalk
- + Each room centered around different movie location
- + Bar with “Queen’s Cure” drink
- + Reservations made by purchasing activation and presale film ticket bundle or won in scavenger hunt
- + Invite Instagram-famous people/animal influencers


Millennial Rationale

- + 29 Rooms, Happy Place, Museum of Ice Cream
- + **63%** of millennials would follow recommendations by a YouTuber, where as only 48% mentioned the same about a movie/TV star
- + 60% of consumers are influenced by a social media post daily



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The Voice Joins The Voyage

 Mar - Apr 2019



Description


- + 1 minute commercial skit to air on NBC broadcast and cable
- + Jip, Chee Chee, Yoshi, Plimpton are sitting in the Coaches' chairs, discussing how cool they are
- + Actual coaches will walk in, animals hear them, and sneak away
- + Coaches sit in their chairs and find unique clothes left behind by the animals

Millennial Rationale

- + The Voice has millions of followers on Instagram and Twitter
- + The Coaches also have millions of followers each on social media
- + 2.3 rating for the Spring 2018 premiere in the 18-49 demographic

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Talk Show Animal Week

 Mar - Apr 2019



Description

- + Take over every talk show on NBC
- + Each show will feature a cast member & segment
- + Final episode of the week on SNL with RDJ as host, other cast members appear
- + Announce that they'll surprise random showings of the film during opening week, to encourage people to buy tickets

Millennial Rationale

- + Large numbers of millennials prefer to watch short videos online
- + Based on primary research - one of the main drivers for going to theaters opening weekend = TALENT

POP & FIZZ

Talk Show Animal Week

📅 Mar - Apr 2019



Octavia Spencer



John Cena




Tom Holland



Kumail Nanjiani

SNL with Doctor Dolittle

 Mar - Apr 2019

SNL



Description


- + RDJ to host SNL
- + Other cast members will make guest appearances throughout the episode, in the monologue, in other sketches

Millennial Rationale

- + 5.5 million subscribers to SNL YouTube channel
- + 6.6 million likes on Facebook
- + 4.2 million followers on Instagram
- + 72% of millennials watch SNL, 17% of them report they watch it “often”

Supplementary Tactics

CGI Planet Earth x YouTube

 Jan - Feb 2019



Description

- + **Weekly RDJ X CGI Animals (cast) narrative**
- + Short, 2 minute videos
- + **7 total segments. One per animal**
- + Each cast member, in role, partners with RDJ and explains their animal's habitat
- + Character development and humor aspects
- + Viral elements

Millennial Rationale

- + Millennials are **more engaged** with video services
- + Millennials are the most likely to be interested in keeping up with digital native trends

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GIF Keyboard Partnership

Jan - Feb 2019

Description

- + TENOR GIF Keyboard partnership that sponsors hashtags such as
 - + **#SASSY** - Dab-Dab
 - + **#CUTE** - Jip
 - + **#COLD** - Yoshi

Millennial Rationale

- + Easy barrier to entry
- + Tenor is installed by default on iMessage, FB Messenger, and more



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Behind the Scenes 360° Tour

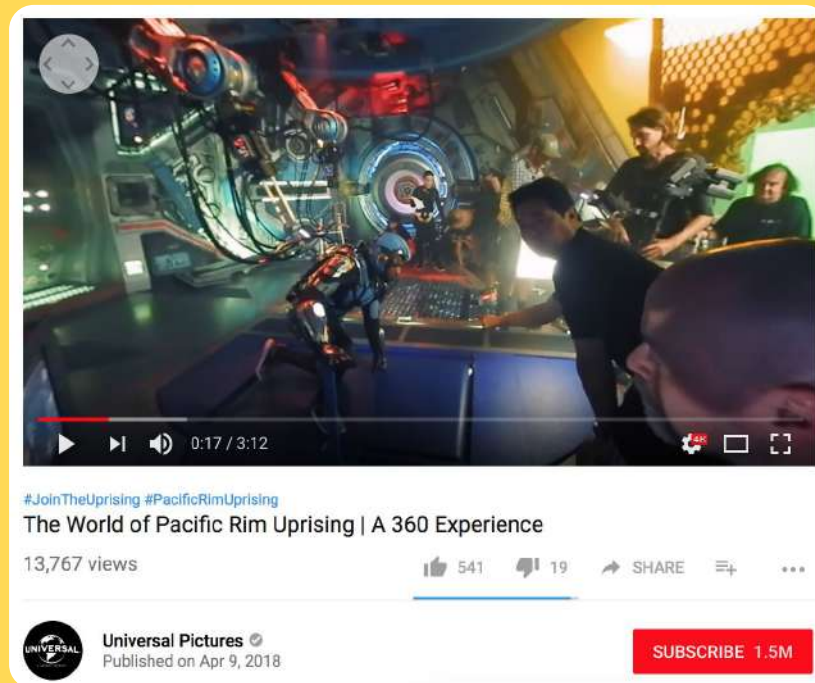
📅 Mar - Apr 2019

Description

- + BTS of **Dolittle's Mansion** studio set with integrated CGI
- + **360° Youtube video** released on Universal's YouTube channel
- + **Allows sneak peak** of the film to be used in the movie

Millennial Rationale

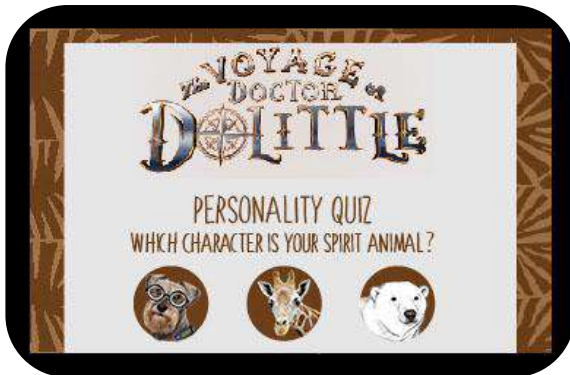
- + **76%** of millennials follow brands on YouTube
- + Turns the video into an **experience** where millennials can **interact, engage and connect** with Dolittle's world
- + **46%** higher video completion
- + **Higher click through rate** to explore rest of channel



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Personality Photobooth

📅 Mar - Apr 2019



Description


- + Interactive photo booth
- + Placed in theaters at Universal CityWalk Hollywood and Orlando, Regal Battery Park Stadium 11, and Theaters at Mall of America
- + Movie-goers can take a personality quiz to see which DD character they are most similar to
- + That character will appear your picture
- + Then a Polaroid will print out your image

Millennial Rationale

- + Experiential opportunity for millennials to learn about Dolittle and share experience through social media
- + Millennials love personality quizzes; the success of BuzzFeed quizzes

POP & FIZZ

Dolittle Takes to the Sky

 Nov - Dec 2019



Description

- + Dolittle Takes to the Sky
 - + Show to start at 8pm at City Walk
 - + Light spectacular with scenes from the film on the big screen while coordinating with the surrounding light structures
- + Drones will create images of his ship and some of the animals as part of a holiday show
- + Dolittle title graphic will then be created, then followed by the release date

Millennial Rationale

- + In 2016, there was a surge in millennial park attendance
- + From 2014 - 2016, almost half of Universal's park visits were by millennials
- + Universal's park attractions are already millennial-friendly

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Dolittle Danceoff



 Mar 2019

NCAA March Madness and Dolittle Co-branded commercial


- + Mascot vs. Dolittle animal dance-off

Digital + Social Activation

- + Individual bracket-style matchups post on social
- + Encourage **fans to vote and choose** the winning mascot.
 - + Voting through Twitter, Instagram, NCAA March Madness website, and Dr. Dolittle website

Southwest[®]

Dolittle Spring Break

 Mar - Apr 2019

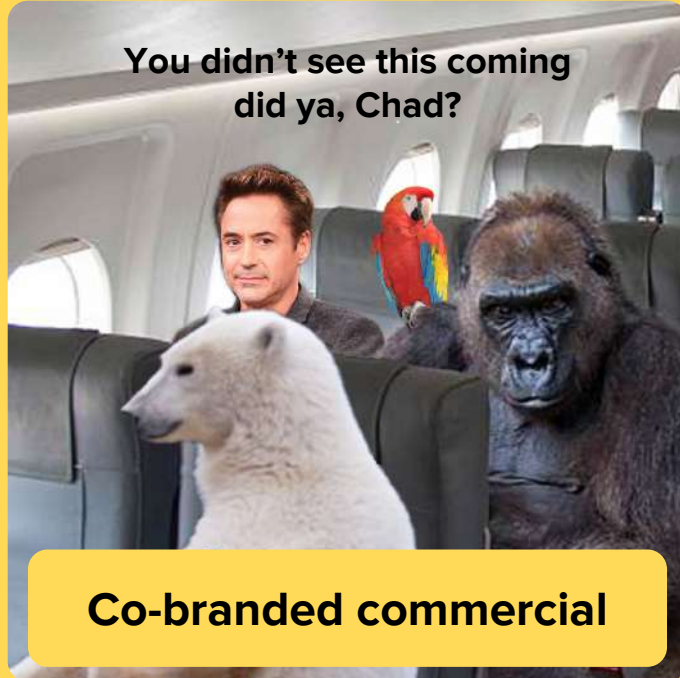
Goal: Highlight Southwest Uncharted Territories
& Promote Dolittle release

Proposal: Dolittle Sponsors Spring Break!


- + Buy Dolittle presale, raffle to win free miles to Cabo, Puerto Vallarta, and more!

Promotion: Co-branded Commercial

- + College students shocked to find themselves flying amongst the animals
- + “Us animals enjoy Spring Break too!”
- + RDJ sit in the back, ready to party



Dolittle Wearable Tech

 Mar - Apr 2019

Description

- + Dolittle Wearable Technology Line x **Under Armour**
 - + Yoshi Bluetooth Beanie
 - + Jip Smart Glasses
 - + Plimpton Fitness Tracking Stockings
 - + Dab Dab Five Finger Running Shoes

Millennial Rationale

- + Millennials are **2X** more likely than adults ages 35+ to adopt smart watch/fitness band/ smart glasses
- + According to Business Insider “Millennials Favorite Brands 2018” Under Armour is rated **#23**
- + Under Armour launched the “HealthBox” -- a bundle of unique fitness wearable devices

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YOSHI BLUETOOTH BEANIE



JIP SMART GLASSES



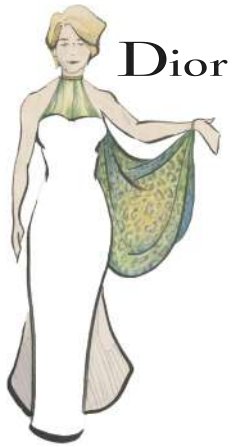
PLIMPTON FITNESS
TRACKING STOCKINGS



DAB DAB FIVE FINGER
RUNNING SHOES

Dolittle Inspired Wardrobe

📅 Apr 2019



Description

- + Collaboration with fashion designers to design outfits for the cast, resembling their respective character for the movie premiere
 - + Each actor coordinated with their character
 - + Emphasizes character development
- + Red carpet fashion to be featured on E! Fashion segments
- + After premiere, gowns will be auctioned off and funds will be donated to the World Wildlife Fund

Millennial Rationale

- + 89% of millennials in the US prefer purchasing luxury products because of its sustainability quality
- + Millennials are fashion-conscious and always on “trend” - by 2025, Millennials will account for 45% of the global luxury goods market

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He's Not a People Person: Roll-out

Wow Tactics

Nov.18

Dec. 18

Jan. 19

Feb. 19

Mar. 19

Apr. 19

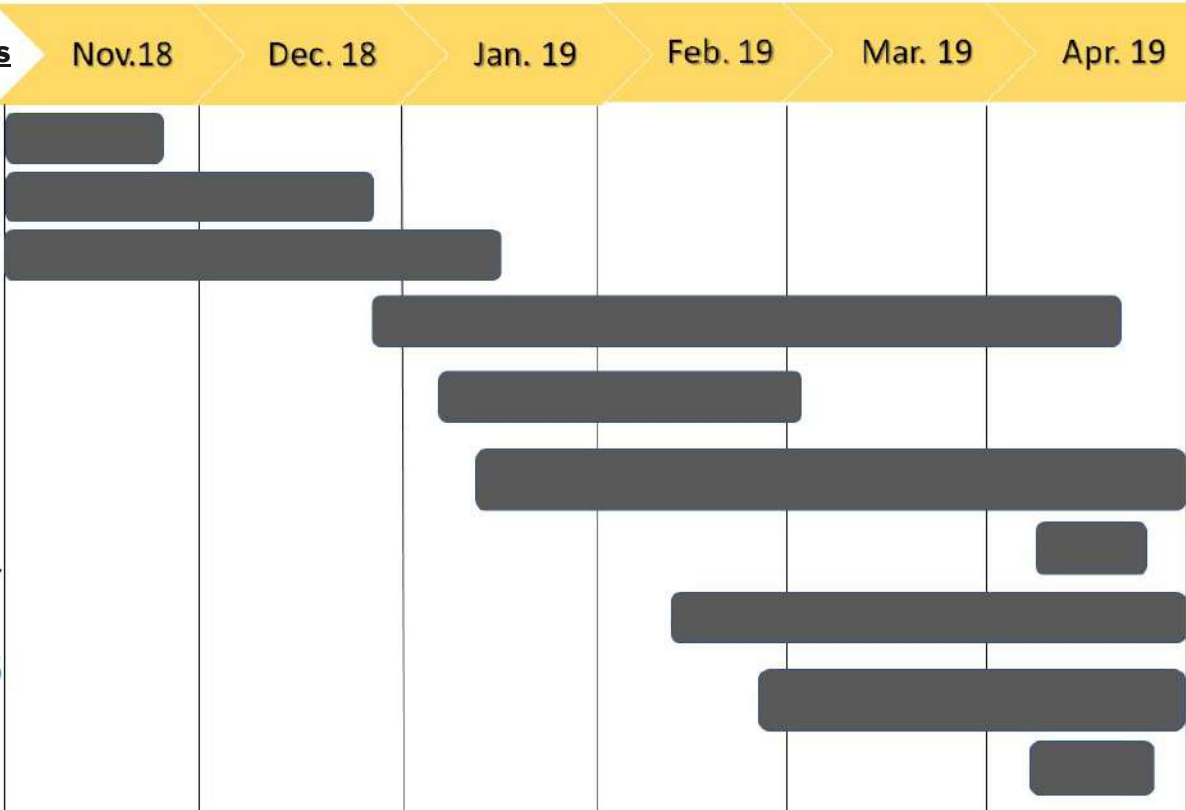


amazon alexa

HAPPY HOLIDAYS



NBC UNIVERSAL ANIMAL WEEK



Supplementary Tactics:

- Planet Earth
- GIF Keyboard
- Wearable Tech
- 360° Tour
- Photo Booth
- Dolittle Takes the Sky
- March Madness
- Dolittle Spring Break
- Dolittle Wardrobe

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WIDNEY
ALUMNI HOUSE

THANK YOU!



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