The Giant Screen Theater Association (GSTA) held its seventh annual Achievement Awards on the last evening of the Glasgow conference with a celebration to recognize creativity and excellence in the giant screen industry.

Film awards, which are voted by GSTA members, were presented to Coral Reef Adventure for Best Film, Bugs! for Best Cinematography and Pulse: a STOMP Odyssey for Best Sound. Peter Parks of Image Quest 3-D received the Special Achievement award for his macro- and microphotography on Bugs!

Jane Goodall’s Wild Chimpanzees was awarded Best Film for Lifelong Learning, which is given to the educational program best representing the development and presentation of a complete educational experience utilizing giant screen film, exhibits, educational materials and other media or materials, as voted by GSTA members.

The Marketing Awards, recognizing exceptional marketing campaigns, are chosen by a panel of industry peers appointed by GSTA’s conference and awards committee and included two awards this year. The Best Film Launch, awarded for the best launch of an individual giant screen film by a GSTA theater member, was presented to Science North in Sudbury, Ontario, Canada, for its launch of Jane Goodall’s Wild Chimpanzees. Best Marketing Campaign, presented for the best marketing package designed and produced by the film distributor, was awarded to SK Films, Inc., for Bugs! No award was given for Best Theater Launch this year.

Congratulations to the 2003 award winners.
2003 Award Winners

**Best Film**  
Coral Reef Adventure

Produced by MacGillivray Freeman Films in association with the National Wildlife Federation; Lowell, Blake and Associates financial group; Museum of Science, Boston; and the Museum Film Network.


**Best Sound**  
Pulse: a STOMP Odyssey


**Best Cinematography**  
Bugs!


**Special Achievement in Film**  
Bugs!

Peter Parks, Image Quest 3-D, for macro- and micro-photography on Bugs! (Note: Image Quest 3-D also has been nominated for an Academy of Motion Picture Arts and Sciences Scientific and Technical Award for developing a series of four separate but integrated macro/micro 8/70 & 15/70 3D camera heads. The Academy’s Scientific and Technical Awards will be presented at The Ritz-Carlton Huntington Hotel in Pasadena on Saturday, February 14, 2004.)

**Best Film for Lifelong Learning**  
Jane Goodall’s Wild Chimpanzees

Jane Goodall’s Wild Chimpanzees

As a production partner, Science North knew it had a quality giant screen film with *Jane Goodall’s Wild Chimpanzees*. The film, which celebrates the work of one of the most beloved and recognized scientists of our time, also inspired Science North to develop a traveling exhibit entitled *Discovering Chimpanzees: The Remarkable World of Jane Goodall*. With the exhibit debuting at Science North in conjunction with the film premiere, the combination was a unique opportunity for Science North to offer visitors a full package of themed experiences, which the marketing team positioned as the “Go Ape at Science North” event.

The Science North team identified two key objectives for the campaign: achieve attendance and revenue targets for the summer of 2002, and maximize available resources and partnerships to launch and sustain the film and exhibit.

To obtain these objectives, they then outlined 10 key strategies:

1. Promote a summer event tying the giant screen film to the exhibit.
2. Drive attendance by creating a “Primate Passport” package, including the film, exhibit and admission to the science center as the best value for visitors.
3. Develop a strong visual to create brand awareness for the event.
4. Position Science North as a fun place for families by using the “Go Ape at Science North” tag.
5. Position Science North as an educational place for families and schools.
6. Use Jane Goodall’s name recognition to bring instant credibility and garner media attention.
7. Bring Jane Goodall and Elizabeth Lonsdorf (another scientist featured in the film) to Sudbury for the film and exhibit launch, and generate additional public interest by planning a variety of other events in conjunction with the premiere.
8. Work with Sudbury Tourism Partnerships to create a cohesive campaign to draw visitors to both Science North and Sudbury and further leverage marketing funds from federal and provincial governments.
9. Develop media partnerships.
10. Use collateral materials and a sustained marketing campaign to promote the film and exhibit through the summer.

Science North covered all bases with its marketing campaign. Advertising included a mix of print, radio and TV in all target markets. All museum publications advertised the event, and a direct mail campaign was sent to addresses gathered through contests Science North held at trade shows with Sudbury Tourism Partnerships.

A series of events was held prior to the launch to increase public awareness. Science North staff scientist Franco Mariotti, who also lead the exhibit team, hosted a public session on “The Making of Jane Goodall’s Wild Chimpanzees.” To build further excitement and encourage local involvement, community and business leaders were invited to sessions describing the upcoming events.

Educator previews of the film and exhibit were held to drive school attendance. Beginning nine weeks before the launch, David Lickley, the film’s director, contributed a series of 10 “behind-the-scenes” articles published in the local daily paper.

A whirlwind of activities, all hosted by Science North, comprised the actual launch of the film and exhibit. Dr. Goodall was in Sudbury for only 48 hours, but her presence at the high-profile events maximized publicity of the launch. She was the keynote speaker at a public lecture and at the annual Roots and Shoots conference, the organization she founded to encourage children to get involved in protecting and preserving the environment.

Individual interviews with Goodall, Lonsdorf, Lickley and Jim Marchbank, the film’s executive producer and Science North CEO, were coordinated in conjunction with a media preview of the film and exhibit.

For the gala event, which Goodall also attended, the Science North lobby was transformed into a jungle environment, including a replica of Goodall’s
Gombe tent. Other features included tropical drinks and a bar featuring Goodall’s favorite scotch, African-themed hors d’oeuvres, a local drumming troupe performing African-style percussion, film screenings and a preview of the exhibit where guests could meet Goodall and get her autograph. The event was sold out, received heavy media coverage and generated tremendous word of mouth. It was “the place to be.”

Science North capitalized on every opportunity to stretch its marketing dollars.Forging partnerships with other tourism-related agencies and businesses provided Science North maximum marketing effectiveness while staying within budget and meeting a common goal. Given the compelling nature of the film and exhibit, and since Science North is Sudbury’s major tourist attraction, all Sudbury Tourism Partnerships’ advertising reflected the “Go Ape” event, a partnership that was worth $200,000 (CAD). MCTV, northern Ontario’s regional television station and national CTV affiliate, provided $43,000 of in-kind sponsorship. The Ontario Cultural Attractions Fund invested $250,000, and corporate sponsors donated $45,000. In all, Science North contributed $149,400 to the marketing budget, with a staggering additional $910,500 amassed through sponsored media, partnerships, grants, sponsorships and media coverage.

The result? Attendance and revenue goals for both the launch and the entire run of the film and exhibit exceeded Science North’s expectations, with a 29 percent attendance increase over the previous year.
SK Films struck marketing gold when it signed on Terminix as the national presenting sponsor for the giant screen film Bugs! With the motto “We like insects, just not in our house,” Terminix is the leading pest control service in the U.S., operating in 14 countries and serving 4.1 million customers through 864 service locations. The relationship between SK Films and Terminix was a perfect match. Terminix has a corporate mandate to educate the public about insects, so aligning itself with Bugs! was an attractive and innovative means for it to do so.

In addition to sponsoring Bugs!, Terminix agreed to a three-year commitment as SK Films’ marketing partner for the film. While SK Films offers all theaters a basic package of marketing materials for Bugs!, Terminix selected 54 U.S. markets and created programs aimed at those specific markets, providing theaters a local connection with local advertising and marketing support. Together, Terminix and SK Films developed individual promotional programs for each of those targeted markets. Each hired an independent consultant to act as liaison between the two companies and the individual theaters to streamline communications.

Terminix created and provided a wide variety of marketing materials for the 54 targeted markets. (SK Films also produced similar materials. Terminix ad materials are being used in the U.S. markets, and SK materials will be used in all other markets.) Local Terminix offices in cities where the film is exhibiting are provided with a box of marketing materials to help theater managers market the film. Materials include a tape of the TV commercial running in their market [Terminix offered over $525,000 in local TV advertising for theaters in eight different markets in the first year of the film’s release], a CD with a radio spot ready for a custom tagline, a CD of graphics files for billboards, posters, banners and newspaper ads, a banner to include on the theater’s web site and HTML e-mails to send to potential moviegoers. Terminix staff entomologists are available for press and educational screenings at no cost. Terminix customer invoices include stuffers promoting the film and leading customers to the web site to find out where the film is playing in their region. Direct mail campaigns reach from 10,000 to 80,000 of Terminix’s customers per market. A one-page promotional e-mail was sent to 50,000 customers on the Terminix web database. Pop-up and banner ads on the Terminix web site provide local theater information based on the visitor’s postal code and link to the web site for detailed information on the film and a downloadable teacher’s guide. Giveaways such as plush toy bugs, bug trading cards and activity books have been available to theaters. Terminix service technicians leave Bugs! promotional materials with customers...
Along with local marketing support offered by Terminix, SK Films offers a full package of promotional materials to all exhibitors at cost, including trailers, posters, rack flyers, invitations, press kits, letterhead, print ads, TV ads, banner artwork, and (pictured here) a study guide and theater standee.

The cornerstone of the promotional package is the Theater Manager’s Guide, a tabbed, three-ring binder developed by SK Films. Included in the guide are printed samples of various collateral materials, useful resources, including insect associations to include in direct mail campaigns; ideas on how to use available marketing materials in innovative ways; interesting promotional ideas; and a CD with logos, key art and graphics files.

SK Films also launched a public relations campaign targeted at national family and women’s magazines and pest control trade publications. Film production partners The Film Council and UKTV have put up a significant financial contribution to secure national media attention in the U.K.

The support offered by Terminix was invaluable to the marketing success of Bugs!, but key to a successful sponsor partnership is that all parties must reap rewards. Did Terminix find as much value in the Bugs! partnership as SK Films did? In a letter to giant screen theater managers, Valerie Sherman, communications manager for Terminix, said, “Supporting this film has allowed Terminix to make valuable business contacts, further our brand awareness and increase employee morale. Certainly, this has been a reciprocal, fitting and worthwhile sponsorship opportunity.”

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