

Subject: GSCA Marketing Awards Submission 2017

Date: Wednesday, July 26, 2017 at 11:45:41 PM Central Daylight Time

From: noreply@formstack.com

To: Kelly Germain, Tammy Seldon

GSCA 2017 Marketing Awards Submission Confirmation

Thank you for submitting your campaign for the GSCA Marketing Awards! Your entry has been received and this e-mail will serve as confirmation of receipt. Winning campaigns will be announced at the Achievement Awards held during the GSCA International Conference and Trade Show in Chicago this September. If you have any questions, please contact Kelly Germain at kelly@giantsscreencinema.com.

Submission ID: 340640933

Submission Time: Jul 26, 2017 11:45 PM

Award Category: Best Film Launch by a Theater

Contact:

Kate Piasecka
kpiasecka@museum.vic.gov.au

Campaign Details:

Film Title: A Beautiful Planet 3D

Distributor Name (if applicable):

Institution/Theater (if applicable): IMAX Melbourne Museum

Marketing plan (context, goals, strategies, tactics):

CONTEXT

Melbourne's IMAX theatre is located just north of the city's CBD and is housed in the Melbourne Museum. Melbourne is a culturally diverse city with a population of 4 million people spread across a greater metropolitan area of 9,900 square kilometres (3,800 square miles). In late August of 2016 IMAX Melbourne rolled out an integrated marketing campaign to promote the release of the IMAX film, A BEAUTIFUL PLANET 3D on September 8 with a budget of AUD \$75,000.

GOALS

Our goal was to take AUD \$200,000 at the Australian Box Office in the first three months of release, we achieved \$230,000 – 15% above our target. Our target audience was skewed towards the adult market given how well space related films have performed historically in Melbourne. We also targeted families with young children, primary school and STEM-facing high school teachers and teenagers in their final years of schooling with an interest in the STEM fields and NASA in particular. All

of this was possible through the effecting planning and management of an integrated owned, earned and bought campaign. This campaign resulted in A BEAUTIFUL PLANET 3D being the most successful three month period for a documentary film in three and a half years.

STRATEGIES & TACTICS

At the GSCA Conference in 2015, former NASA Astronaut Marsha Ivins gave an impressive presentation of the development of a film called A BEAUTIFUL PLANET 3D. Knowing this film would succeed in the Melbourne market, IMAX Melbourne Museum General Manager Richard Morrison and former Brand Manager Rio Ryan approached Marsha and the team at IMAX to see if Marsha might be interested in coming to Melbourne in 2016 to help promote the launch of the film. Marsha agreed and IMAX Melbourne Museum embarked on the planning of a campaign based around the involvement of Marsha.

Our BIG idea was to premiere the film at the Melbourne International Film Festival and push out a media and events campaign with Marsha as the talent, supported by a comprehensive digital, print and outdoor advertising campaign. What ensued was an extremely successful campaign inclusive of national TV, radio and print coverage with a total audience reach in excess of 3.4 million, a social media reach in excess of 764,000 and nine sold-out event screenings.

Marsha was interviewed 31 times in five days and spoke at three of the nine special event screenings held at IMAX Melbourne Museum to launch this film. She met with numerous young children with NASA ambitions and patiently signed hundreds of autographs for excited fans. Marsha inspired 300 high school seniors when she spoke at an event called IMAX Bright Young Minds, a program we run in Melbourne to encourage young people to study in the STEM fields. Marsha also spoke about her experiences at the AstroLight Festival at Melbourne's Scienceworks museum.

Our BIG idea was bolstered once more in November of 2016 when NASA Astronaut and star of A BEAUTIFUL PLANET 3D, Terry Virts, visited IMAX Melbourne and surprised 200 school students watching the film on a school excursion. This appearance garnered further national TV and digital coverage as well as substantial chatter on social media.

The supporting owned and bought campaign remained in-market from September 8 until Christmas, ensuring on-going traction and continuing ticket sales.

Images and examples of advertising and PR collateral are all available in our Dropbox folder.

Implementation:

PR

Our PR campaign was three-pronged.

- Engaged former NASA Astronaut Marsha Ivins to act as talent to promote the film
- Hosted nine separate events
- Activated the theatre foyer to ensure immediate engagement from our audiences

We announced the impending arrival of Marsha Ivins with a press release, e-News bulletin and a Facebook post. Immediately this garnered media attention and we began locking in what would end up as 31 interviews in total across TV, radio, print and digital press.

Our second press release announced the inclusion of A BEAUTIFUL PLANET 3D in the 2016 Melbourne International Film Festival (MIFF) in August. These two pre-general release screenings sold out and had wait lists of guests hoping to see the film.

Our third and fourth press releases announced Marsha as the speaker at IMAX Bright Young Minds (IBYM), a free event for high school seniors with an interest in the STEM subjects. At this event we screened A BEAUTIFUL PLANET 3D.

As well as IBYM and MIFF, we hosted an official premiere, two preview screenings for teachers, a screening for Museums Victoria staff, an advanced screening for IMAX Big League Members and a screening for children. Marsha also spoke at the AstroLight Festival at the Scienceworks Museum which is part of the Museums Victoria family to which IMAX also belongs.

We engaged artist Dan Drobik and commissioned two pieces of activated art to be exhibited in the IMAX foyer. These were used as 'social media moments'. One was a giant space-themed chalk board and the other an Astronaut-themed picture opportunity.

Images are included in our Dropbox.

PROMOTIONS

Our BIG idea included engaging NASA Astronaut Marsha Ivins to act as talent in the promotion of this film. You can read all about in our 'Strategies and Tactics' response above, and, in the 'Most Successful Part of Our Campaign' response below.

ADVERTISING

Our total budget for the bought component of our marketing campaign was AUD \$70,000 and included digital, outdoor and print. We chose these mediums in order to appeal to our desired audience of families and adults. The digital campaign included a Facebook spend and digital screen content in CBD high rise towers, the outdoor component included AdShell (bus shelters) and the print component included a spend with Avant Card – we printed 10,000 postcards with four different designs and they were distributed to 100+ locations around Melbourne ie. Cafes, Museums, Theatres etc. See images in our Dropbox under 'Marketing Campaign' and then 'Campaign Overview & Analysis'.

SOCIAL MEDIA

Our social media campaign included organic Facebook posts, paid Facebook posts and brand partnerships. Examples of our organic and paid Facebook posts are included in our Dropbox.

We forged brand partnerships with Australia's Science Channel, the Melbourne Museum and Scienceworks. These three brands shared our A BEAUTIFUL PLANET 3D content on all of their channels including Facebook, Instagram, Twitter and e-News.

The resulting organic campaign reach was 764,000 eyes on. Our paid campaign resulted in a reach of 364,000, a click-through rate in excess of 9,000 and 822,000 impressions.

COLLATERAL MATERIALS

Our collateral materials included on-site signage (window wrap, posters, staircase wrap, car park metro lights, LDS etc), event invitations and collateral pertaining to IMAX Bright Young Minds. Examples all included in our Dropbox.

SPEAKERS/COMMUNITY TIE INS

Our key community tie-in was IMAX Bright Young Minds, a free event for high school seniors with an interest in the STEM fields. At this event, students watched A BEAUTIFUL PLANET and then participated in a Q&A with former NASA Astronaut Marsha Ivins. We run this program as it relates to our home in the Melbourne Museum and our inclusion in the Museums Victoria family. Our organisation as a whole is pushing young people to study the STEM fields and so IBYM is our way of participating in this push.

Measurement of Outcome:

Below are the results of our campaign to launch A BEAUTIFUL PLANET 3D at IMAX Melbourne Museum. We see this campaign as a success due to the high levels of press coverage, eyes-on our advertising collateral, engagement on social media and return at the Australian Box Office. Furthermore, this campaign strengthened our overall brand awareness in Melbourne, this sentiment is reflected in the continuing success of this film in particular and the ticket sales and media coverage for other films and documentaries.

COMMERCIAL RESULTS

- AUD \$230,000 taken at the Australian Box Office in first three months of release
- 15,000 paid admissions in first three months of release

- 8,172 school students have seen the film to date
- 1,700 school students booked in to see the film this semester

PR RESULTS

- 3,400,000 press reach
- Nine sold out special events
- 764,000 organic social media reach
- \$1,800,000 ASR
- 31 media interviews in five days
- Additional national media coverage two months after opening
- National press and social media coverage

ADVERTISING RESULTS

Facebook campaign:

- 364,000 reach
- Click through rate of 9,000
- 822,000 impressions

Outdoor:

- 44.2% reach and an average frequency of 3.3 against the target audience (P14+) reaching 6,034,600 total contacts;
- 44.7% reach and an average frequency of 3.3 against the target audience (M14+) reaching 3,003,600 total contacts

Print:

- Avant Card run of 10,000 postcards printed and distributed to 100+ venues in Melbourne's CBD and surrounds

Examples of marketing collateral, images, media coverage and a post-campaign analysis are all available in our Dropbox folder.

Most successful part of campaign:

The most successful part of our strategic and integrated marketing campaign for A BEAUTIFUL PLANET was the involvement of former NASA Astronaut and IMAX liaison, Marsha Ivins, and the ensuing incredibly successful media and events campaign resulting in the achievement of our target of taking AUD \$230,000 at the Australian Box Office within three months of release.

Marsha Ivins was only in Australia for one week and during this time her cooperation and dedication to the promotion of this film enabled our team to maximize the hype surrounding the film and its direct correlation to NASA and space travel – two subjects close to the hearts of the core IMAX audience of families, education, and adult documentary fans, and with appeal to the greater Melbourne-based adult and teen audiences.

Marsha's personal connection to Terry Virts also enabled us to generate further media attention with his appearance in Melbourne two months after we launched this campaign.

Examples of marketing collateral, images, media coverage and a post-campaign analysis are all available in our Dropbox folder.

Marketing Team:

Kate Piasecka

PR & Brand Manager

kpiasecka@museum.vic.gov.au

Rio Ryan

Former Brand Manager

(Rio has since moved on from IMAX)

Permission to include in marketing library:

Yes, you may include this entry in the marketing library.

We encourage you to submit supplemental materials such as scans or PDFs of ads, media coverage, and other marketing materials; links to YouTube videos or web pages dedicated to the campaign; event photos; .mp3, .mp4, and other video files, etc. **All items should be saved in a single folder with your organization in the folder name so we can match the items with your submission.** Please send via HighTail.com or the file sharing service of your choice to kelly@giantsscreencinema.com, or contact Kelly for instructions on how to upload the files to GSCA's Dropbox account. Contact Kelly if you have any questions.

All submission materials must be received by July 14