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International Media and Entertainment Management

FIFTY SHADES DARKER

4 AUTHORS, INCLUDING

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Marketing Communications Plan for Hans de Nie

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1. Situation Analysis

1.1 Film-Brand Analysis

The upcoming movie *Fifty Shades Darker* is a film adaptation of the second book in the Fifty Shades-trilogy written by E.L. James ('Fifty Shades of Grey' already has two sequels lined up and it's not even out yet, 2015). The Fifty Shades-trilogy is a series of erotic romance novels. Universal Pictures released the film adaptation of the first book on 13 February 2015 (Everything you should know about 'Fifty Shades of Grey' if you don't want to read the book, 2016). E.L. James decided to put all of her BDSM fantasies in the books (Interview with Fifty Shades Trilogy Author E.L. James, 2011). That is why the reactions of critics were generally negative, but the reactions of middle-aged housewives were generally positive ('Fifty Shades of Grey' getting mixed reviews, but fan anticipation remains high, 2015). We can state that the BDSM part is the trilogy's unique selling proposition. We are therefore not surprised that E.L. James confirmed that the third book will also be adapted for film (Everything you should know about 'Fifty Shades of Grey' if you don't want to read the book, 2016).

1.2 Competitor Analysis

Fifty Shades Darker is a movie with a passion for drama and romance, which allows the modern-day women to liberate their feminism. The release date of this movie is the first of April in 2017. In the film industry, there are a lot of upcoming movies with the same valentine release date as *Fifty Shades Darker*, which is why the movie has some competitors.

One of their biggest 'direct' competitors would actually be *Fifty Shades of Grey*. This is the first movie of the Fifty Shades-trilogy and has had another director than *Fifty Shades Darker*. Visitors could prefer a director when they are going to see a movie or have certain expectations and therefore decide not to view the sequel. However, the main reason that it is a direct competitor is that you must have seen the first movie in order to know and follow the storyline due to the fact that the story of Mr. Grey and Anastasia continues.

Next to that, one of their biggest 'indirect' competitor would be *The Happiest Day in the Life of Olli Mäki* by Juho Kuosmanen (Overzicht alle films februari 2017, n.d.). This particular movie has the exact same release date as well as the genre described for both movies. *Fifty Shades Darker* would be described more as drama and therefore, *The Happiest Day in the Life of Olli Mäki* would be slightly more romantic. This is where the visitors have their own choice which they prefer. Besides, both movies have some differentiation in their target audience. *Fifty Shades Darker* is more for the modern-day women with sexual fantasies and

feminism, but for both movies this differentiation could be a huge advantage.

Another 'indirect' competitor would be *The History of Love* by Radu Mihaileanu (Overzicht alle films februari 2017, n.d.). The release date is set one month before *Fifty Shades Darker* will be released. Even though both movies have different release dates, they can still be seen as competitors. After all, there are people that do not regularly visit the cinema. According to several researches, the average amount of going to the cinemas is two to four times a year and people going to the cinema at least one time per year with a percentage of 56% (Bioscoopmonitor 2015, 2015).

1.3 Market Analysis

Political/Legal

Motion Picture Production Code is a code to maintain social and community values in the production of silent, synchronized and talking motion pictures (The Motion Picture Production Code of 1930 (Hays Code), 2006). Pictures shall not infer that low forms of sexual relationship are an accepted or common thing in life. That is why *Fifty Shades Darker* should take a serious look at the following points before the release:

1. Scenes of passion should not be introduced when not essential to the plot;
2. Seduction of rape: they are never the proper subject for comedy;
3. Children's genitals are never to be exposed.

Socio-Cultural

People with a low amount of leisure time are more likely to watch movies in this genre. People want to make their own choice in what to watch. People, especially women in this case want to see a movie where the impossible thing is possible. The male lead in *Fifty Shades Darker* has an almost impossible blend of qualities that most women desire in a man. One of the biggest reason why women come to this film is because they relive the feelings with their first love (7 wetenschappelijke redenen waarom zoveel vrouwen van *Fifty Shades of Grey* houden, 2015).

Technology

Internet became more and more popular over the years, almost everyone is using internet every day now. We are increasingly connected all together, more than ever before. Consumers are addicted to information and interaction, and people have an addiction on speed, simplicity and connectivity.

Threats

The main threat for our film industry today is piracy. Hackers are selling duplicate CD's and DVD'S. Also, online piracy is come into action such as Popcorn Time. All those downloads and streams will cost the film industry \$460m (434 million euro's) (Film industry pays dearly for piracy, 2003).

Opportunities

Timing is very important and we must build up as much hype in the short amount of time we have. Word of mouth is still the most powerful form of marketing communication. If you want to leverage viral marketing of any sorts, you must begin by doing something worth talking about. Experience is very important these days, and you have to let viewers experience the story of your campaign. Involve your target audience in the making of the film. Showing your audience what you are doing is very important because people care about authenticity and trust (Welcome to the Experience Economy, 1998).

Social media

Interaction with your audience is a great strategy to let people trust your movie (17 Tips For Marketing Films & TV Shows Online, 2014). When it comes to designing your Facebook-page, make it visually compelling. Not everyone uses the huge amount of possibilities that Facebook offers you can create engagement with your audience.

1.4 Consumer Analysis

The consumer base of the *Fifty Shades of Grey* series consist mostly out of women with the median age of 58.2 years old (Fifty Shades of Grey: Broadcast Audience Older Than Ever Ratings hold up while viewers continue to age out of the demo, 2013). However, there were also a lot of men who watched the movie and were not disappointed. When men found out that their girlfriends and wives were reading the book series, they bought tickets for them to go together and also quite liked the film. The men age group actually also differs from 21 to 62 years old (Men Seeing 'Fifty Shades of Grey' Have the Same Reason as Women: Curiosity, 2015). Even though the movie earned a gross of \$166.147.885 in the US Box office (Fifty Shades of Grey, n.d.), there were a lot of complaints about the movie. However, the complaints are not what you would expect. Rather than people complaining about seeing too much sex scenes in the film, they believe there could have been more sex scenes (The Creepy Complaint A Fifty Shades Of Grey Viewer Made To Dakota Johnson, 2015).

2. Communications Objectives

2.1 Reach Objective

6.045.150 women between 20 and 65 years old in Benelux to see message before premiere of Fifty Shades Darker on 1st of April 2017

The total amount of women between 20 and 65 years old in the Benelux is 8.635.927 (See Appendix A). We would like to reach at least 70% of that amount in order to achieve a moderate reach (Media objectives and strategies 1.30.13, 2013, p. 8).

2.2 Affect Objective

1.813.545 women between 20 and 65 years old in Benelux to feel intrigued and aroused before premiere of Fifty Shades Darker on 1st of April 2017

We want to affect at least 30% of the amount of people defined in our reach objective. We want these people to feel aroused and intrigued after seeing our message (Emotion Words List, n.d.), ensuring these people to be at least interested, or even better, excited to see the sequel of *Fifty Shades of Grey*.

2.3 Response Objective

362.709 people to purchase movie theatre ticket to Fifty Shades Darker before 14th of April 2017

We want to activate at least 20% of the affected women to buy movie theatre tickets for *Fifty Shades Darker* in the first two weeks of screening. Last year, 223.000 people visited *Fifty Shades of Grey* in the opening weekend (*Fifty Shades kassucces, bioscopen puilen uit*, 2015). If we activate 20% of the affected women, we would overthrow the amount of visitors of *Fifty Shades of Grey*.

3. Communications Strategy

3.1 Target Group Definition

Segment 1:

Segment 1 consists of women between 45 and 60 years old who do not visit the cinema very often. They are the same age as the audience who viewed the previous *Fifty Shades*-movie in the cinema (*Fifty Shades of Grey: Broadcast Audience Older Than Ever Ratings*

Female
Age 45-60
Urban
Medium income
Low user

hold up while viewers continue to age out of the demo, 2013). Not just because of that, but also due to their gender, they are the most attractive segment to target (*Women Can't Stop Watching Fifty Shades of Grey, Men Can't Stop Tweeting About It*, 2015). These females have a medium income. Since these women already have seen the previous movie, they will most definitely consider watching it in the cinema as well, when we let them know about the sequel. It is all part of the loyalty of this segment. Regardless of the illegal free streaming possibilities, they will watch the movie in the cinema due to being sold an experience (like mentioned in "The Experience Economy" by B. Joseph Pine II).

Segment 2:

Segment 2 consists of women between the age of 20 and 35 who go to the cinema regularly. They live in an urban area and have a low to medium income. That is why most of the time, they can barely afford to visit the cinema. They are withdrawn by the high-end prices, but we still think it is an important segment because in order to generate a new audience, we need to focus on a younger generation. Due to the fact that *Fifty Shades Darker* is everything a woman can wish for, they should also be interested.

Female
Age 20-35
Urban
Low to medium income
Medium user

Segment 3:

Segment 3 consists of men that go to the cinema regularly. We know that females outnumber males when it comes to watching movies like *Fifty Shades of Grey* ('*Fifty Shades*' success depends thinking about winter movies, 2015). However, the age group (and lifestyle) still make it an attractive segment to target for the next *Fifty Shades*-movie, so when we will let them know about the sequel, they would definitely consider watching the movie as well.

Male
Age 45-60
Urban
Medium income
Medium user

We would like to target segment 1, because they expressed a strong interest in the first Fifty Shades-movie. If we look at either the age or the gender of the other segments, we can conclude that segment 1 is the perfect match (Fifty Shades of Grey: Broadcast Audience Older Than Ever Ratings hold up while viewers continue to age out of the demo, 2013). They most of the time have children that they are fed up with and would like to have some time to themselves. To give you an idea about our target audience, we have created the following persona:

Jana Binks is a 50-year-old woman who lives in a city called Antwerp. She lives in a small family home with her two teenage children in the suburbs. Jana divorced her now ex-husband Clive ten years ago, but has full custody over the kids since Clive got out of the picture to reinvent himself. Jana tries to pay for the house as best as possible, but it is not easy. As she has a lot of work with cleaning the house and caring for her kids, she does not have much time to do anything completely for herself. That is why she loves to read and is part of a social network of readers, which is a club where they talk about books. She prefers books like *Fifty Shades of Grey* and *Twilight*. After Jana read the Fifty Shades-trilogy, she went to see the first part in the cinema last year. Since she really enjoyed the first movie, Jana only has to be made aware of the sequel in order for her to go to the cinema again.

In order to target people like Jana, we would use concentrated (niche) marketing as target marketing strategy. This is due to the fact that we want to communicate only the guilty pleasures desired by segment 1. If we design a promotional message that communicates that *Fifty Shades Darker* is everything a woman can wish for, they will most likely visit the cinema to watch the movie.

3.2 Positioning

People who love the Fifty Shades-series are normally book readers who almost only go to the movies when the story is based on a novel that they have read and liked. Since *Fifty Shades Darker* is part of a very niche market, they do not have competitors worth mentioning, thus considering the main competitor the previous movie ("Fifty Shades of Grey"). We definitely do not want to be overshadowed by the success of our prequel. We therefore believe it is very important to adjust our message to the entertainment value desired by the brand loyalists, brand-switchers, and new-category users, considering our niche market (Percy, & Rosenbaum-Elliott, 2011, p. 105). We believe that we have to comply in advertising the likenesses the movie has with the book, and especially include the feeling the reader gets by reading the book into our message. If we manage to reach our goal activating

245.399 people to buy tickets to the opening weekend screening, we have at least beaten the great success of the first movie by 22.399 people.

3.3 Push / Pull Strategies

In the film industry, there are so many competitors and marketing possibilities. Therefore, we cannot simply choose one particular strategy, and most of the times we use both push and pull strategies. The two strategies are actually in contrast to each other. When we are talking about push strategies, this is sales oriented, we are taking the product directly to the customer. And on the other hand, pull strategies, which is marketing-oriented and involves motivating customers to seek out your brand. In other words, getting the customer to come to you (Push & Pull Promotional Strategy, n.d.). In the case of the movie *Fifty Shades Darker*, it is more suitable to use the pull strategies instead of push strategies. This is due to the fact that push strategies are product related and we will probably use this strategy and tactics later when we will sell, for example, the DVDs. Besides, pull strategies will let you reach your potential customers directly. A really simple but also a well-known example, is the point of sale displays. Other examples could be, packaging design to encourage purchase, direct selling in showrooms, face to face direct selling, and so on. (marketing-made-simple, n.d.). Using the pull strategy, promotion and advertising is key for us. Advertising and mass media promotion are important tactics for us to use, which is where we use the communication tactics. Next to that, word-of-mouth effect (online and offline), sales promotions (persuading target audience to make a purchase, increase sales), and discounts (or such as, two-for-one offers) are also suitable tactics in this case when we are using the pull strategy.

4. Communication Tactics

To successfully bring across our message to our target audience, we have chosen to communicate it via multiple platforms. Besides the obligatory platforms like press and TV advertising, we also have chosen to bring across our message by means of sponsorship/promotional deals, exhibition/trade fairs and a social media campaign due to the fact that we believe that this will be the easiest and most effective way to reach and activate our target audience.

Our message is *Are you curious for something darker?*, existing out of two elements that define the Fifty Shades series. With *Are you curious?* as the tagline for the first movie (Fifty Shades of Grey (2015) Taglines, n.d.) and “darker” as part of the movie’s title that we are promoting, we have created a slogan that generates arousal and recognition into our

potential viewers base.

4.1 Press Advertising

Press advertising is really important to successfully target *Fifty Shades Darker*. This is caused by the fact that *Fifty Shades of Grey* did not receive any positive remarks by critics at all ('Fifty Shades of Grey' Movie Reviews: Here's What Critics Are Saying About the Adaptation, 2015). That is why we would like to organize a press screening event. We will invite the press associated with television, because the women that we would like to target prefer watching television than listening to the radio (as you can see in Appendix B). We will also invite local celebrities like Michiel Huisman (Michiel Huisman: soap-puber wordt mooiste ter wereld, 2017) and Louis Talpe (Louis Talpe is meest sexy man van het jaar!, 2013) due to their popularity among the female gender. After the associated press and celebrities arrive at the venue, which will be Kinopolis Breda, they will receive a masquerade ball mask. We have chosen for Kinopolis Breda as venue due to the fact that this is a central location when considering the Netherlands, Belgium, and Luxembourg. At the press screening, there will be drinks and food, but also a short presentation. After the presentation, the press will get to watch an early screening of the movie *Fifty Shades Darker* and after watching the movie, they will receive a goodie bag that contains a copy of the book and some custom handcuffs that they can take home.

4.2 TV Advertising

Since watching television is taking up a large part of the lives of our target group (30 Surprising Facts About How We Actually Spend Our Time, 2015), we definitely want to advertise on television. The average Dutch person watches about 190 minutes of television a day (Average daily TV viewing time per person in selected countries worldwide in 2015 (in minutes), 2015) of which about 14 minutes are commercials (How Many Minutes of Commercials Are Shown in an Average TV Hour? The Number Has Been Steadily Climbing, 2014). Because of this, we want to air a commercial at least once a day on the six major networks in the Netherlands, in Belgium, and in Luxembourg. We want Michiel Huisman and Louis Talpe to star in our commercial, because of their popularity among our target group and because of the continuity of our advertisements. Communicating our slogan *Are your curious for something darker?*, we will try to initiate a feeling of recognition.

4.3 Radio Advertising

Brand recall is our aim when we use radio, because we have to link the category need to *Fifty Shades Darker*. Higher frequency is needed for recall brand awareness and low

involvement transformational brand attitude. That is why we need several exposures to build the link in memory and emotional association with our movie (Media objectives and strategies 1.30.13, 2013, p. 213). We are launching a new product reach pattern, in this case: a new movie. We are therefore advertising as much as we can afford, so that we can reach each individual in the target audience. We are using a low involvement informational strategy. This is caused by the fact that there is only a brief processing time, and no visual content. We do not have any visuals that we can show on the radio, the time to process our message is very short, and we will therefore use high imagery words and sentences within a time period of 30-60 seconds.

In the Netherlands, we will communicate our message on Radio 538. This is the current market leader of all Dutch radio stations and most of our target group from the Netherlands will therefore listen to Radio 538 (Radio 538 is nr 1 bij doelgroep 20-49 jaar, Qmusic bij de jeugd, 2016).

For Belgium, we will communicate our message on Studio Brussel. They have a market share of 26.3% from people between 18-44. The best time to advertise is from Monday until Friday, in this period we can reach our target group effectively (Profiel, n.d.).

In Luxembourg, we will communicate our message on RTL Radio Lëtzebuerg. This is the most popular radio station in Luxembourg (Radio stations, n.d.). We will communicate our message in English, so most of our target audience will understand our message.

4.4 Outdoor and Ambient Advertising

Nearly 40 percent of female consumers make purchases inside a physical store at least once a week (Shoppers Still Prefer In-Store Over Online Shopping, 2015). That is why we would like to focus on shopping malls, for our ambient advertisements. It will come as no surprise for you that women love shopping in physical stores. In fact, they spend eight years of their life shopping, which results in them being more confronted with ambient advertisements (Women spend eight years of their life shopping, 2006). When thinking of ambient advertising, you should think of putting advertisements on stairs, elevators, and much more place you would normally not expect any form of persuasion (What is Ambient Advertising?, 2012). This is definitely something that we are interested in. For example, we would like to put a promotional picture of the movie on the side of the stairs you are looking at when climbing it. At the bottom, it will also say: *Are you curious for something darker?* and when

climbing the stairs, each printed side will get a lower brightness.

4.5 Inside and Outside Transport Advertising

When we are talking about inside and outside transport advertising, transit advertising is an important medium when trying to reach a large audience with different ages, different backgrounds, different incomes, and so on. For instance, reaching families, professionals, students, and tourists with this transit advertising, which means the placement of print ads on transport vehicles and in, for example, bus shelters and train stations (The Advantages of Transit Advertising, 2005). We should use transit advertising as an important medium because you cannot ignore it, the large and colourful designs demand attention, and it reaches everybody even though you are not listening to a radio station with our ads, you will see them in public areas anyways. Next to that, for us, it offers a lot of flexibility in choosing different ad sizes and locations. Bus shelters (bus stops), bus advertising, train stations, and metro stations (subway) are the most efficient and suitable locations to advertise for this movie. These are actually locations which are quite obvious; but still really efficient because we can reach a large (target) audience. Using the different movie posters, release date, and titles and/or quotes on the print ads we can use the transit advertising efficiently, and especially with using the slogan *Are you curious for something darker?* with every transit advertising medium. The big posters used for the bus shelters are suitable for the cities where the people are using the busses a lot, for instance in Breda, Eindhoven, Amsterdam, Rotterdam, Antwerp, Brussels, etc. However, bus advertising (incl. bus stops) and advertising in train stations is a must in the Benelux because of all the people travelling to see the city, work, and school. 76,0% of the people uses (public) national transport internally in the Benelux; but this also includes a part of car transportation, which is not something we focus on directly (*BENELUX REPORT FREIGHT TRANSPORT*, 2016). The bus stops and the train stations are all next or close to each other so we could see this as an opportunity to use advertising on both locations. The use of advertising inside the busses or inside trains is not that common in the Benelux in comparison to London or New York. Besides, when we are talking about the metro (subway) stations, this is not used in a lot of cities in comparison to London. So, we need to be careful with that but a lot of people will still be travelling with the subway in Antwerp, Brussels, Rotterdam, etc.

4.6 Sponsorship and Promotional Deals

Promotional deals, also referred to as sales promotion, are the set of marketing activities undertaken to give the sales of a product or service a boost (Definition of 'Sales Promotion', n.d.). Basically, these promotional deals will drive revenue and customer loyalty. You have

different kinds of promotional deals, for instance discounts, offers, coupons, samples, competitions, and so on. The impact of sales promotion deals will increase the level of sales for the duration the deals are floated. At the end of the 'deal', normally, the sales fall; but hopefully the sales are at a higher level from where we started before the use of promotional deals. Sponsorship is not necessarily the most important part for us, because it is a big film production and, therefore, we do not highly have the need for huge sponsorship in comparison to a relatively small local film production in the Netherlands. But, of course, we can try and combine the sponsorship and promotional deals.

We will use the radio advertising for our promotional deals, where the audience can win tickets for our movie, for example with a competition. For the Netherlands, this will be Radio 538, for Belgium this will be Studio Brussel, and for Luxembourg this radio station is called RTL Radio Lëtzenbuerg. Therefore, we will offer the (target) audience a chance to win free tickets. All the cinemas in which the movie can be seen in, will also have some advertising of our movie (before and after commercials/advertisements). Again, we will make use of our slogan *Are you curious for something darker?* in these advertisements and also with our promotional deals.

We will have some competitions, offers, and discounts. We will make some arrangements with some cinemas and restaurants to offer discounts and tickets. The audience will go to the restaurants for a certain menu and a certain price (discounts) and they will get tickets for our movie, which is something to get the audience's attention and will drive customer loyalty.

4.7 Exhibition and Trade Fairs

Since *Fifty Shades Darker* is about BDSM, we can also attend exhibitions like the KamaSutra in the Netherlands, the Eroticabeurs Mechelen in Belgium, and the eroFame in Hannover in Germany in order to spread as much promotional material as possible. We would also like to include the eroFame, because this is the biggest erotic fair in the world and this will surely attract inhabitants of the Benelux (EroFame: Europe's leading trade fair for the erotic industry, n.d.). We can also see that most of the visitors are female and therefore matching our target audience (Erotica 07: Women dominate the annual lifestyle fair, 2007). On erotic fairs like the KamaSutra, we can display several props that have been used in the movie, but people can also make a picture with it and thereby earn a poster. We will also create an 'erotic' booth, in where visitors of the fair can enjoy the trailer in sensual privacy.

4.8 Social Media Campaign

What we saw in our situation analysis is that we must look for a way to create a personal connection and engagement with our target audience. We think the best way to do this is by choose the soft sell strategy, which means "Don't tell them, show them!".

Twitter

We will use twitter to connect with our target audience, cast information will be shown. We show previous scenes from *Fifty Shades of Grey* and ask questions to our audience. By doing this we will interact with our audience and they will be more connected with our movie. We will answer question from our audience about *Fifty Shades Darker*. We will use the hashtag #50shadesdarker, by doing this we will let people talk about our movie and we will have free publicity by our audience themselves. We will not use links in our Twitter post because research has showed that tweets without links works better than using links (What 1 Million Tweets Taught Us About How People Tweet Successfully, 2016).

Facebook

Facebook is our most important Social Media-tool we want to pay careful attention to our layout, because the visual component is a key aspect of the Facebook experience. Our audience will find information about *Fifty Shades Darker*, we will show quizzes and fun stories about the characters from our movie. The trailer will be shown and with multiple headlines for our content, we will engage with our audience. We will consider showing information multiple times to ensure our audience has seen our content, also with this platform a human connection is key.

YouTube

YouTube is the most important element where we will show our movie trailer. By doing this we will connect with our audience and we will make our audience aware of *Fifty Shades Darker* by showing some scenes about our movie.

4.9 Special Sales Promotion Highlight

The press screening event mentioned above will be our event to launch the film with relevance. After arriving at the Kinopolis in Breda, the celebrities and associated press will receive a masquerade ball mask. After all, they are all curious for something darker. There will be a red carpet as well, because E.L. James, Jamie Dornan, and Tyler Hoechlin will also be there. The people will get to watch a screening of the movie *Fifty Shades Darker*, and after watching the movie and putting on their masquerade ball mask, they can enter the great

hall. There will be music, food, and drinks, so people can process the movie while relaxing. However, there will also be a press conference in a separate room where E.L. James, Jamie Dornan, and Tyler Hoechlin will be answering questions. On the sides of the great hall, there will be booths where they can buy books, shirts, sex toys, signatures, and much more. However, they can also win a bunch of stuff from a certain booth by taking a selfie near the booth and post it on their social media. After the event, they will receive a goodie bag that contains a copy of the book and some custom handcuffs that they can take home. For the creative brief regarding this event, see Appendix C.

5. Action

In the action plan below, you can see when all of the marketing tools mentioned above will we used, what part of our team is responsible, and how much it most likely will cost. However, in order for us to create the action plan, we had to calculate our total budget, which consists of a fixed budget of €350.000 and a variable budget (which is 6% of the projected sales). Our projected sales are the total sales of *Fifty Shades of Grey* in the Netherlands and Belgium. This is \$12.699.915, so 6% of that will be \$761.994,90 (*Fifty Shades of Grey*, 2015). In euro's, this will be €717.813,48 (calculated on the 16th of January 2017). That is why the total budget that we have divided below is €1.067.813,48.

Actions items	Beginning date	Ending date	Responsible party	Costs (excl. wages)	Remarks
Press advertising	30-3-2017	31-3-2017	Warner Brothers public relations team	€9679,56	Appendix D
TV advertising	14-3-2017	14-4-2017	Warner Brothers communication team	€284.000	Appendix E

Radio advertising	21-2-2017	14-4-2017	Warner Brothers production/ communication team	€ 315.500	Appendix F 5 times each week
Outdoor and ambient advertising	25-3-2017	8-4-2017	Warner Brothers marketing team	€120.000	Appendix G
Inside and outside transport advertising	30-3-2017	20-4-2017	Warner Brothers marketing team	€49.140	Appendix H
Sponsorship and promotional deals	1-4-2017	1-5-2017	Warner Brothers Marketing team	€ 13.000	Appendix I
Exhibition and trade fairs	1-6-2016	1-4-2017	Warner Brothers marketing / communication team	€36.625	Appendix J
Social Media Campaign	1-1-2017	14-6-2017	Warner Brothers production/ communication team	€0	Our production and communication team will produce all content.

6. Control

To maximize the return on a campaign, we have to monitor the plan's progress. We do this to analyse how the actual performance compares to the projections of our plan.

On March 25 until March 31, we will measure the reach of our promotion campaign by holding a survey. By doing this, we will know how many women and women in which age range have seen the message (before the premiere on the 1st of April).

On March 15 until March 22 we will measure the affection created by our promotion campaign by holding a customer feedback survey. March 30, we will measure/count how many dislikes and likes we have on social media and the viewership of our trailer.

On May 1 until May 7, we will measure the sales progress of our movie we do this by comparing the actual sales to previous year, by doing this we know how many sales we still need to achieve our objective. On May 15 we will measure the actual sales from our movie.

What	How	When
Reach objective	Survey	March 25-31
Affect objective	Survey	March 15-22
Response objective	Comparing sales	May 1-7

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8. Appendices

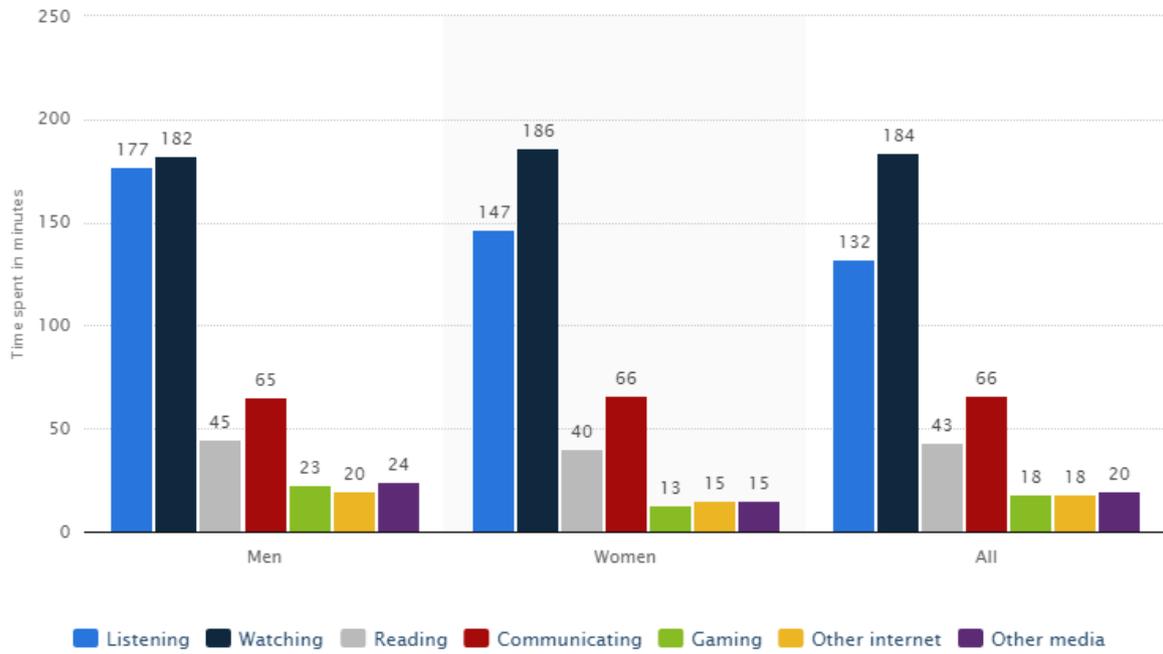
Appendix A (reach objective calculation)

Reach objective calculation			
Netherlands			
Total amount of people		$(8.527.868 / 16.900.726) \times 100 =$	50,46%
Amount of people aged 20-65		$4.124.447 + 5.930.353 =$	10.064.982
Amount of women aged 20-65		$(10.064.982 / 100) \times 50,46\% =$	5.078.648
Belgium			
Women aged 18-64			3.438.304
Minus women aged 18			- 62.329
Minus women aged 19			- 62.182
Plus women aged 65			63.628
Total			3.377.421
Luxemburg			
Women aged 20-24			17.394
Women aged 25-54			125.748
Women aged 55-65			36.716
Total			179.859
Total amount of women aged 20-65 in the benelux			8.635.927

Bevolking; kerncijfers, 2016

Bevolking naar woonplaats, nationaliteit, burgerlijke staat, leeftijd en geslacht, 2016
Luxemburg, n.d.

Appendix B (Time spent on media activities in the Benelux in 2015, by gender (in minutes per day))



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Appendix C (Creative Brief)

Product

Masqueraded press screening to advertise release of *Fifty Shades Darker*

Task Definition

Key market observation

Potential customers need to be informed of the new upcoming movie in the Fifty Shades series

Source of business

Seeing the movie to relive what they have read in the books, and to experience the continuation to the story they saw in the first story

Consumer Barrier or Insight

They are low-medium users of the cinema, but are willing to go out of curiosity towards the Fifty Shades series

Target Audience

Loyal women aged 40-65 with a medium income and busy lives

Objectives and Strategy

Communication Objectives and Tasks

Reach and inform target group primary objective - provide information about existence and release date of new movie in the Fifty Shades series and reinforce overall Fifty Shades positioning

Brand Attitude Strategy

Low-involvement brand attitude strategy driven by motivation to see next movie

Benefit Claim and Support

Going to the cinemas will satisfy their needs. Support: creating time for themselves as well as seeing an excellent movie adaptation of a book they loved

Desired Consumer Response

See that visiting the cinemas to watch Fifty Shades Darker fulfils their need, become even more brand loyal and as a consequence probably visit the next movie as well

Objectives and Strategy

Create Guidelines

Combine the need of free time to awareness of Fifty Shades Darker (recall); consider exaggeration in responding to the needs of the target group

Requirements or Mandatory Content

Require legal identifications; Familiarity with the first movie

Appendix D (*Press advertisement costs*)

Press advertisement calculation		
Tables and chairs		€250
Decorations		€125
Venue		€3120
Technical facilities		€275
Stage		€342,10
Food and drinks		€1562,50
Goodie bags		€3225
Contingency costs (10%)		€879,96
Total		€9679,56

Appendix E (*TV advertisement costs*)

TV advertisement calculation		
Cost of advertisement per second		€100
15 second advertisement	1000 x 15 =	€1500
Air time costs	1500 x 31 =	€279000
Producing costs		€5000
Total	279000 + 5000 =	€284000

Wat kost een commercial (tv reclame)?, 2015

Appendix F (*Radio costs*)

Radio costs calculation	
Cost Advertise each spot	€1000
105 x 3 countries= 315 x €1000 =	€315.000
Cost making commercial =	€500
Total	€315.500

(Wat kost reclame?, 2015)

Appendix H (*Transport advertising costs*)

We will advertise outside (and inside) train stations and advertise on busses and at bus stops for 3 weeks.

Train stations: 1 board is €126,00 for 1 week → 3 weeks is €378,00 per board (NS abri pakket, n.d.). We will have 15 boards X €378,00 = €5.670

Busses: 50 busses and bus stops for 2-3 weeks = €10.710 (BUSRECLAME NEDERLAND, n.d.).

€378,00 + €10.710 = €16.380,00 X 3 countries

Total = €49.140

*The sources used are Dutch sources, but we assume that the prices will be similar in Belgium and Luxembourg.

Appendix I (*Promotional deals costs*)

We will offer 500 tickets on <https://www.dealflicks.com/movies/fifty-shades-darker> with a 40% off discount offer.

Normal price 1 ticket: €10.00 (Prijs inzicht, 2016).

500 tickets x €10.00 = €5.000

800 tickets for the restaurant Valentine's day offer x €10.00 = €8.000

Total= €13.000

Appendix J (Exhibition price calculation)

Exhibition price calculation			
Fair stand Erofame			€16125
Fair stand KamSutra			€10000
Fair stand Eroticabeurs Mechelen			€6000
Materials	1000 x 3		€3000
Goodie Bags	500 x 3		€1500
Total			€36625

Fair stand systems, 2017