

THE GREAT GATSBY

Entertainment Marketing and
Cross Promotions

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Executive Summary

This booklet includes an extensive six-month environmental marketing plan for the theatrical release of *The Great Gatsby*. The original storyline was written by F. Scott Fitzgerald in 1922 and has been reinterpreted by the talented director Baz Lurhmann who brought you *Moulin Rouge* and *Romeo and Juliet*. Actors Leonardo DiCaprio, Tobey Maguire and Carey Mulligan take on starring roles in this 3D production set to be released in theaters on May 10, 2013.

This plan reintroduces the original themes laid out in the iconic novel, drawing attention to Baz Lurhmann's original interpretation. Competition is tight this summer with the release of Iron Man 3 and Star Trek 2 juxtaposed in the same month. In order to successfully be the '#1 Summer Blockbuster', this plan must generate brand awareness and affinity through interactive and relevant outlets for 18-34 and 34-44 year old target markets. The Great Gatsby plans to use its \$15 million dollar marketing budget wisely. This plan describes executional efforts in the areas of media, digital and publicity; cross promotional bonds with Rolls Royce, Warby Parker and Gilt City; and synergetic relationships with HBO.

Background

Genre

Drama /Romance

Release Date

May 10, 2013

Rating

Not Yet Rated

Box Office Budget

\$127 Million

Expected Dom. GBO

\$80 Million

Marketing Budget

\$15 Million

Story Synopsis

The visionary director/writer/producer Baz Lurhmann adapts his version of F. Scott Fitzgerald's novel, *The Great Gatsby*. Lurhmann creates his own distinctive interpretation of the classic story which takes place in 1922, bringing the exciting culture of the period to life with stunning visuals and a revolutionary cast.

The Great Gatsby follows Nick Caraway, a Midwesterner now living on Long Island as he is lured into the lavish lifestyle and mysterious past of his neighbor, Jay Gatsby. Nick is drawn into Gatsby's upper class circle socialites, attending lavish parties. As a witness to the culture, Nick examines tales of impossible love, unique obsessions and tragedies - unearthing a darker side to the 'American Dream.'

Background



Director

Baz Lurhmann

Writer

Baz Lurhmann (Screen play)
Craig Pearce (Screen play)
F. Scott Fitzgerald (Novel)

Producer

Baz Lurhmann, Catherine Martin, Douglas Wick, Lucy Fisher and Catherine Knapman. The executive producers are Barrie M. Osborne and Bruce Berman.

Music

Craig Armstrong

Wardrobe

Catherine Martin



Distributor

Warner Bros. Pictures, in select territories
by Village Roadshow Pictures

Background

Historical Information

The Great Gatsby was originally published in 1924 and did not receive widespread attention until after author, F. Scott Fitzgerald's death in 1940. Today the book is widely regarded as a “Great American Novel” and literary classic. *The Great Gatsby* has been reenacted in 5 different films and the last notable movie was released in 1975, with Mia Farrow Starring as Daisy Buchanan and Robert Redford as Jay Gatsby.

Environmental Insights

With Obama reelected into presidential office for a second term, renewed hope for a brighter economic future has begun circulating around the United States. Unemployment rates are slowly declining, home buying is becoming more attractive and the public is beginning to feel slightly better about fiscal cliff (Pew). 28% of millennials feel that their finances have improved in the past year, compared with 18% for the general population (AdAge). As the economy pushes forward and a brighter future lingers in the distance, the American public is looking for a reminder of what the ‘American Dream’ stands truly for.

Talent



Tobey Mcguire
as Nick Caraway



Leonardo
DiCaprio as Jay
Gatsby



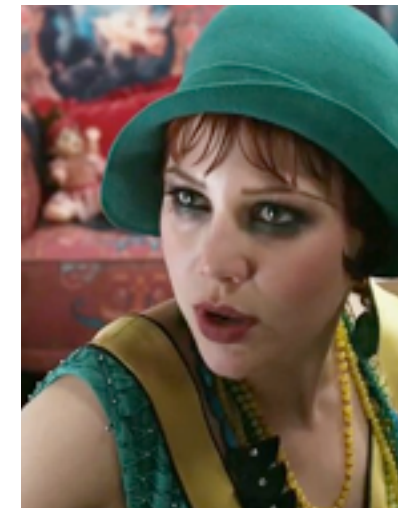
Carey Mulligan
as Daisy
Buchanan



Joel Edgerton
as Tom
Buchanan



Jason Clark
as George
Wilson



Isla Fisher
as Myrtle

Competitive Landscape

May 2013 Blockbusters

Released in 3D 

3	10	17	24	31
 IRON MAN 3	 GREAT GATSBY 	 STAR TREK 2 	 HANGOVER PT	 LONE RANGER
			 FAST SIX	
			 EPIC 	

Primary Target Audience

They've created an attachment to at least one or a few of the actors in *The Great Gatsby* over the years and has definitely seen actor, Leonardo DiCaprio and in *The Titanic* or Baz Lurhmann's *Romeo and Juliet*. This primary target consists of 18-35 year olds that have excess funds to spend on entertainment. As the most likely age demographic to attend movies in theaters, these individuals represent 47% percent of the frequent movie goer population. This demographic is either in college, transitioning into or has a steady job - looking forward to free time on nights and weekends to indulge in fun activities and entertainment.

Skewing slightly female, this target consists of smart and savvy trend setters who enjoy keeping up with fashion styles and technological trends. This target refers to online and digital sources as a one stop shop for news, entertainment, socializing and even shopping. As an individual growing into full on adulthood, the thought provoking themes of prosperity, personal growth and exploration within *The Great Gatsby* appeal to this demographic's developmental psychological needs.

Opportunity

- Provide a thought provoking experience that will spark conversation with friends
- Become a trendsetter in the realms of fashion and music
- An outlet to watch some of the most talented names in the industry as they showcase top notch work

Secondary Target Audience

They are likely to have knowledge of *The Great Gatsby* story line as they are extremely likely to have read the novel or seen the 1974 iteration of the movie starring Robert Redford. Enjoying many of his past films, this demographic is now excited to see Lurhmann's interpretation of the story. The secondary target audience is between the ages of 35-44 years old. Similar to the Primary target, these fans skew female as they enjoy the trending fashions and follow the now reasonably aged heart throb, Leonardo DiCaprio. This demographic is tech savvy - as 60% of this demographic uses social media and 74% text. They enjoy spending time with their families and friends while making the time to frequent trendy restaurants, go on weekend get aways and live relatively on the edge. They distinguished adults with a disposable incomes that are young at heart and know how to have fun.

Opportunity

- Provide a modern version of the story these women know and love
- A chance to reconnect these women with their trendsetting-selves
- A way to remain young at heart

Issues and Opportunities

Issues

- It is hard to live up to the reputation of the 1922 literary classic
- Viewers and critics alike are looking for an impeccable movie experience especially because Lurhmann has had more than enough time to perfect it given the nature of the extended release
- Nick Caraway's narration describing motives and sensations simply doesn't translate well to the screen
- Warner Bros. has released some of their most famous duds in the second weekend of May (*Speed Racer*, *Poseidon* and *House of Wax*)

Opportunities

- Draw in loyal fan base from famous director and A-list actors
- Take advantage of prolonged press coverage and buzz around movie due to the release date postponement
- Make the classic 20's Fashion come back in style
- "Phenomenal" soundtrack and 3D technologies provide a new way to experience the classic
- The story takes place in the summer coinciding with the new release date - not to mention It's a joyous time of the year
- Plot of the classic novel is visual and action packed

Positioning



The Great Gatsby is a romantic drama that provides 18 - 34 year olds who enjoy the grandiosity of Baz Lurhmann's films with an iteration of one of America's most beloved novels. Under Lurhmann's direction - the film's outstanding cast, 3D visuals and truly original soundtrack make for a beautifully extravagant and dramatic way to kick off the summer slate.

Communications Overview

Tone

- Thought Provoking
- Dramatic
- Romantic
- Opulent

Points

- Most innovative interpretation of *The Great Gatsby* to date - directed, produced and written by Baz Lurhmann
- Biggest summer blockbuster that you won't want to miss!
- An A-list cast likely to leave an impression on viewers and the Oscar Academy alike
- *The Great Gatsby* showcases ravishing 20's fashions, an amazing sound track and state of the art 3D technologies!

Objectives



Extend brand recognition for the modern iteration *The Great Gatsby* driving awareness and affinity for of the film.

&

Become the #1 Summer Blockbuster of 2013!

Strategies

- **Introduce Baz Lurhmann and A-list cast members to the audience to generate brand awareness and interaction.**

The actors and filmmakers need to interact with the audience, involving the public throughout their truly artistic voyage to promote the epic-ness of this film.

- **Create an opportunity for people to physically connect with noteworthy motifs and symbolic references that arise throughout both the new film and the original novel.**

One of the most compelling aspects to the movie is the complexity and depth of the symbolic references. These symbols challenge the viewer to delve deep to expose larger meanings. In focusing on the broader context of these themes, we will spark existing Gatsby fan interest and create buzz. We will bring attention to the face value of the cars, decadent parties, glasses and fashions as they will have even more meaning after viewers see the film.

- **Engage users focusing on inviting outlets for fans to interact with the opulent world of *The Great Gatsby*.**

The film introduces viewers to a new world full of opportunities and riches - We will provide a taste of this world to fans through relevant media outlets.

Publicity Tactics

A-list talent and Baz Lurhmann will make appearances on popular morning and late night talk shows. Costume designer, Catherine Martin will make appearances on morning show fashion specials. These efforts will engage our audience and drive nearly costless awareness to the film.



Publicity Tactics

Fashion editorials will be pitched to well renowned fashion magazines such as GQ and Vogue. These tactics will promote our trendsetting styles in film to both the male and female audiences. Exclusive interviews with The Great Gatsby's head of wardrobe, Catherine Martin will be included.



Media Tactics

The Great Gatsby will advertise on major television networks in addition to utilizing Time Warner's CW, CNN, TNT and TBS assets. The advertising will start out light in the beginning of January and pick up exponentially around the date of movie release.



Digital Tactics

Our primary target is the most active demographic on digital outlets and likely to refer to their phone for entertainment and movie content. We will create a *Great Gatsby* application for iPhones and Androids in February providing users full access to the original book, 3 free song downloads from the movie (and before the release), and constant cast photo updates. This App will provide endless entertainment and exclusive content updates for users driving an affinity with the brand.



Cross Promotions Tactics



WARBY PARKER
eyewear



Warby Parker is an up and coming eyewear brand popular among our trendsetting target audience. Warby Parker is a direct competitor to the Ray Ban brand, providing customers chic design driven frames. All glasses worn in the film will be designed by Warby Parker, giving a 21st century edge to the 20's inspired aesthetic. Warby Parker will sell a line of Gatsby inspired glasses for the general public to purchase starting in March of the 2013 year online, bringing innovative style and fashion centered attention to the movie.

This partnership will draw attention to the motif in the Great Gatsby film around the character T. J. Eckleburg, who wears gold rimmed glasses. His iconic image is displayed on a billboard throughout the film, sparking the theme of the loss of spiritual values in America.

WE RECEIVE	THEY RECEIVE
<ul style="list-style-type: none">• Brand Character/ Equity as Stylish and Trending• Attract existing Warby Parker fans• Web Space• Brand Extension / Sales• Generated Publicity	<ul style="list-style-type: none">• Hot Entertainment Property• Awareness/Affinity (important for small scale Warby Parker)• Access to New/Different Consumers• Sales Increases• Program Funding• Incremental Media

Cross Promotions Tactics



The car driven by Gatsby and other socialites featured in the film will be designed by Rolls Royce and inspired by Baz Lurhmann. Rolls Royce exudes high status with cars retailing around \$300,000 and only releasing a few hundred cars per year. This partnership will draw attention to Jay Gatsby's extravagant car in the film which represents a symbol of wealthy status and a sense of new found freedom. Incorporating a car of such high caliber brings the themes of opulence to life for our audience.

Three weeks after the film's release, movie goer ticket numbers will be entered into a raffle drawing to receive the original Gatsby car featured in the film, which will be dropped off to the winner personally by Leonardo DiCaprio! The raffle will drive ticket sales after immediate release of the movie and pseudo-numbers will be available as the US law requires no purchase necessary for sweepstakes.

WE RECEIVE	THEY RECEIVE
<ul style="list-style-type: none">• Brand Association• Access to car property rights• Create Fan Positive Association through Raffle	<ul style="list-style-type: none">• Hot Entertainment Property• Large feature in Movie• Awareness/Affinity as High End Luxury Car• Appeal to New / Different Consumers

Cross Promotions Tactics



The Great Gatsby will take over the Gilt City homepage, advertising the movie and an exclusive Gatsby Getaway deal to members. The two entities will team up to provide shoppers the opportunity to experience a weekend get away retreat to the glamorous East egg on Long Island decked out in true Gatsby fashion! The get away will take place the weekend before the movie comes out and the deal will be sold 3 months in advance to the movie. Gatsby Getaway goers can soaking up the beautiful surroundings of the gold coast with full limo services and the opportunities to attend an art gallery, fashion show and a cast party where they can meet big names involved in the film.

This partnership will draw attention to the importance of the symbolism of the geography in this film, taking place on Long Island. The East Egg represents old aristocracy, the West egg represents the newly rich and the valley of ashes represent the moral decay of America. This partnership is especially valuable for our secondary audience as they have the means to spend and are the most likely demographic to frequent guilt city on daily to weekly basis to stay on top of the high end products, clothing, and get aways at some of the lowest prices.

WE RECEIVE	THEY RECEIVE
<ul style="list-style-type: none">• Brand/Character Equity• Access to Guilt City users• Online media platforms• Brand Awareness/Affinity	<ul style="list-style-type: none">• Brand Equity and Awareness/Affinity as a high end getaway retailer• Hot entertainment property name• Rights to content• Access to New/Different Consumers• Sales

Synergy Tactics

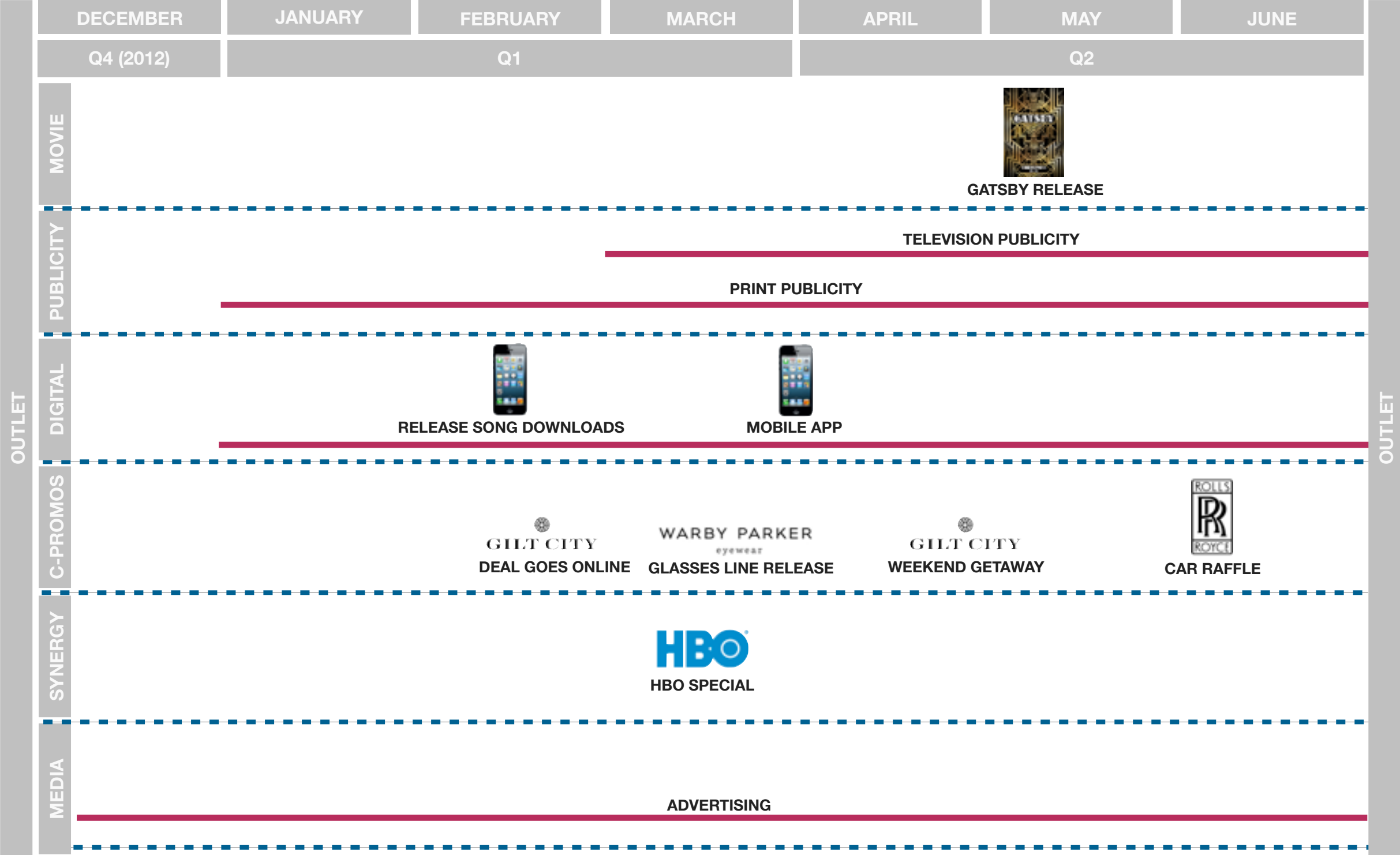


The Time Warner owned entity, HBO will host a special in mid-march providing viewers a preview of the cast, the director and exclusive never before seen movie content with an exclusive trailer at the end of the special. The interviews with the A-list talent will expose a truly unique exploration throughout the movie process and Baz Lurhmann will discuss what provoked him to take on this film.

This partnership will draw a lot of attention from HBO viewers and raise hype around the movie's release. After the special airs, all of the content will be available online though HBO-go and offered as a viewing option in HD 3D. HBO has a reputation for producing the worlds highest quality television programming, which is a perfect platform to expose this movie to the public.

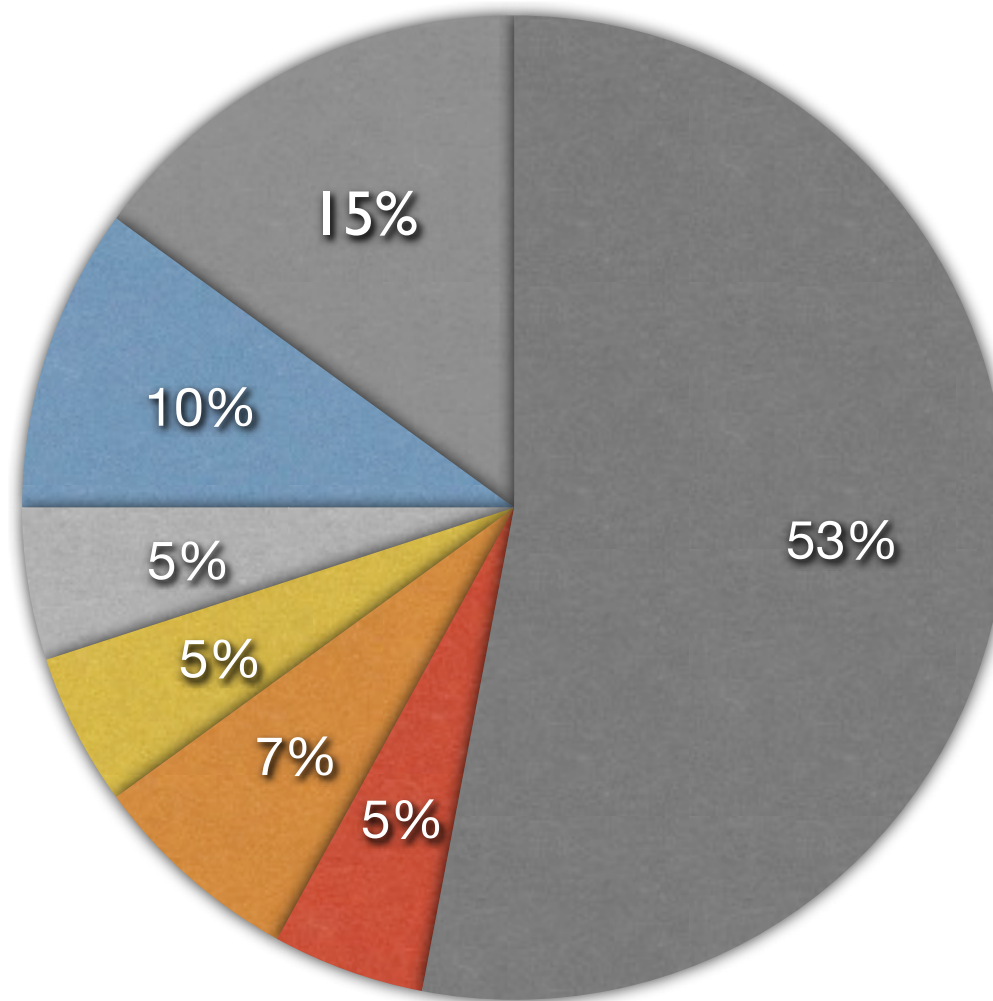
WE RECEIVE	THEY RECEIVE
<ul style="list-style-type: none">• Brand Equity• Access to viewers of premiere TV Station• Promotion through online and TV media platforms	<ul style="list-style-type: none">• Hot entertainment property association• Access to an influx of fans of the Talent and movie• Exclusive content• Increased Audiences

2013 Plans Map



Budget

- Media
- Non-Profit Overlay
- Synergy
- Research
- Digital
- Promotions
- Retail



15 Million Dollars

Evaluations for Success

Overarching

- What were the box office sales?
- Did we win the title 2013 Summer Blockbuster?
- Is there awareness and Affinity for the brand within our target demographic?
- Did we hit our ROI goal?
- Are the actors up for Oscar nominees?
- Do the movie reviews align with our vision?

Synergy

- Did people watch the special?
- Do they achieve defined objectives?

Cross Promotions

- Do our partners tie in with our brand?
- Did people interact with these promotions and understand them?
- Do they achieve defined objectives?

Digital

- How many downloads did we receive?
- What was the interaction with the App like for users?
- What are the social media mentions?

Publicity

- Did our stories get circulated?
- How many people watched the television features?

Media

- Are we reaching our viewers?

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