



READY
PLAYER
ONE
DVD MARKETING
CAMPAIGN

Created by:

Albert Balaguer, Andrew Cheung, Lourdes Gonzalez,
Natasha Overin, Jessica Quenda, Oscar Yip

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SITUATION ANALYSIS

COMPANY BACKGROUND

Warner Bros' *Ready Player One* is a science fiction adventure film adapted from a novel with the same title by Ernest Cline. The movie was directed by Steven Spielberg and expected to gross about \$45 million to \$50 million. The movie was co-financed between Warner Bros and Village Roadshow. Warner Bros is one of the Big Six American entertainment companies. The studio produced many successful films since 1923. Some of its most successful films include: *The Dark Knight*, *The Dark Knight Rises*, and *Harry Potter and The Deathly Hallows Part 2*. Warner Bros is also leading in the entertainment industry worldwide as well as in DVD distribution. The studio finances or co-finances every movie it produces and maintains worldwide distribution rights.

Steven Spielberg who directed the movie *Ready Player One* has a track record of successful films which include: *E.T.*, *Saving Private Ryan*, and *The Post*. His track record has earned him loyal followers which may guarantee the success of the movie.

Sci-fi genre films have continued to be crowd favorites and it is expected that *Ready Player One* will have this success. The movie was released late March, 2018 which was around the Spring Break season, which helped increase the viewership of the millennial market. One drawback of *Ready Player One* is that it does not belong to a big movie franchise with current hardcore fans, however this invigorating new story has the potential of attracting a new fan base along with merging over the Spielberg fans.

SITUATION ANALYSIS

PRODUCT CATEGORY THREATS AND OPPORTUNITIES

Threats:

The owners of DVD players are decreasing and more people are content with watching movies from a variety of streaming services that are available on the internet. People do not have to rent the movies, they can buy movies from iTunes which usually will cost the same or cheaper than the physical DVD copy. An advantage that the online copy has is that it will not take any physical space and it is easily accessible from portable devices. Some competitors may include: Black Panther, Pacific Rim Uprising and Annihilation.

Opportunity:

DVDs still have a place in American homes. Some of the opportunities that DVD films have are that they are capable of expanding their product design - in terms of cover variations. As well, DVDs offer the consumer exclusive bonus footage and behind the scenes looks that cannot be offered on digital streaming services. Physical film copies also have the opportunity of bundling that can be done with other offers included in the DVD sale.

Strengths:

Some strengths of having a physical copy is that it can be watched whenever and wherever without access to the internet. DVDs have higher quality compared to movies streamed on the internet which will be better for movie fans. A physical copy can be used by collectors to showcase their movie collections, something that online movies cannot do.

Weaknesses:

DVDs are less convenient compared to digital copies. Many laptops now do not have a DVD player which makes it more difficult for people to watch DVDs on the go. If the audience do not care about the image quality of the movie, they would choose to stream movies online.

SITUATION ANALYSIS

COMPETITIVE ANALYSIS

Ready Player One is the first movie of its kind. As of now there are no other mainstream movies that feature the use of the new virtual reality technology as the main focus. However, there are many blockbuster movies that were released around the same time as Ready Player One. These movies will release DVDs around the same time as Ready Player One and will be competing with our DVD/Blu-Ray sales. Some of our competitors include: Black Panther, Pacific Rim Uprising, and Annihilation. The movies mentioned above are connected to a big franchise which will guarantee their success.

BLACK PANTHER

Strengths: Black Panther is a movie based on Marvel comics which has a big fan base. It was produced by Marvel Studios and it is a part of Marvel Cinematic Universe. The movie was highly successful and considered one of the best movies in the Marvel Cinematic Universe. The movie was directed by Ryan Coogler and starred by Chadwick Boseman, Michael B. Jordan and Lupita Nyong'o. Black Panther received positive publicity to be the first movie directed by an African American director and include a full cast of African Americans.

Weaknesses: CG Models were not the best quality.

PACIFIC RIM UPRISING

Strengths: Pacific Rim Uprising is a sequel to a popular 2013 movie, Pacific Rim. It was directed by Steven S. DeKnight and produced by Legendary Pictures. John Boyega who is part of the cast in Star Wars: The Force Awakens is one of the main characters in this movie which may help to increase the popularity of Pacific Rim.

Weaknesses: Despite the well-known cast, many movie critics said the movie is lacking the intensity that the original Pacific Rim has. The movie is seen as an afterthought of the original movie.

ANNIHILATION

Strengths: Annihilation is a horror sci-fi movie. Compared to the other competitors, Annihilation is a horror sci-fi movie. The movie was produced by Skydance Media, DNA Films and Scott Rudin Production. Natalie Portman stars in the movie which will attract her fans to watch the film. The movie received positive reviews from critics. It also, has good quality pictures and a well thought out plot that leaves its audiences waiting in suspense. Unlike other movies, Annihilation was mostly distributed on Netflix due to studio anxieties about its limited box-office potential.

Weaknesses: Since the movie is not connected to any franchises, it may be less popular. The movie is distributed mostly on Netflix [except US and China] which will not have the same picture and sound quality as watching it in the movie theater.

TARGET MARKET SPECIFICATIONS

OVERVIEW:

The target audience also known as the primary audience is defined as the decision-making body. The intended market for the DVD and Blu-Ray release of the Ready Player One film ranges of people within the age ranges of 13 and above. The film is appropriate for anyone who is a fan of action, adventure, and sci-fi films.

Target Market Strategy

We want to reach our audience with innovations to catch their attention. Ready Player One already has an established fan base, based on those who grew up watching Steven Spielberg films and have a nostalgic admiration for 80s themed films and books. Although Ready Player One takes place in the future, many 80's references were made.

Our plan is to excite the millennial generation with events that will intrigue them and incite them to purchase the Ready Player One film.

Size of Target Market

47.12 million US teenagers
83.1 million US millennials

TARGET MARKET SPECIFICATIONS

DEMOGRAPHIC CHARACTERISTICS

Ages: *can be broken down into brackets but all ages will be targeted*

- 13-17 [Teenagers]
- 18-24 [Young Adults]
- 25+ [Adults]

Gender:

- Male and Female

Educational:

- Middle school and High school education [13-17]
- College education
- Higher education degrees - Master's degrees and doctoral degrees

Work:

- Part-Time jobs
- Full-Time jobs

Income: *we have split incomes into average salaries earned among our target markets.*

- 16-19: \$21,840
- 20-24: \$27,456
- 25-34: \$39,416
- 35-44: \$49,400
- 45-54: \$50,024
- 55-64: \$49,608
- 65+: \$46,176

Living Conditions:

- Teenagers and some young adults may live at home with parents/guardians.
- Young adults - rent apartments or homes (co-live with roommates)
- Adults - Own their own homes

Ethnicity:

- All ethnic groups will be targeted within this campaign

TARGET MARKET SPECIFICATIONS

PSYCHOGRAPHIC CHARACTERISTICS

TEENAGERS:

Teenagers ages 13-17 fall into the Gen Z category. Their media usage is primarily smartphones. Gen Z also has skepticism when it comes to traditional advertising, and are more likely than other generations to skip ads. Although they are young, due to the easily accessible information on the internet, they are knowledgeable on a variety of topics and tend to be educated. They value diversity, are adept at multitasking and are best reached through social media.



ADULTS:

Adults consist of both millennials and Gen X. Millennials value social media as a form of self-expression and self-promotion. They are typically impatient, expecting information and services to be delivered quickly. Millennials account for the most diverse generation yet, and they also account for a large percentage of purchases made. Some have families of their own and have significant influence over the products and services their children use. Gen X includes individuals born between the 1960's-1980's. Most Gen Xers are currently within the ages 30-50. They tend to be cynical and easily swayed, as they have adapted to the introduction of video games and social media.

PRODUCT EVALUATION

Brand Name:

Ready Player One

Package Considerations:

- Plastic case
- Includes virtual reality viewer will be laid flat within a bigger box packaging
- Limited Edition DVD will be packaged in a silver (chromatic) box that opens up to reveal the DVDs and virtual reality gear.

Channel of Distribution

- Target
- Walmart
- Amazon
- Best Buy
- Hot Topic (already sells Ready Player One merchandise)
- Sam's Club
- Costco

Pricing

- The price for the regular DVD will be \$19.99
- The price for the Blu-Ray DVD will be \$24.99
 - Both the DVD and Blu-Ray will include a digital copy that can be downloaded using iTunes and/or Google Play.
 - The DVD and the Blu-Ray will also include a FREE virtual reality viewer (made of cardboard).
- Limited Edition DVD & Blu-Ray DVD with additional DVD that includes commentary from director Steven Spielberg, the author Ernest Cline and authors. Also included is a Samsung Gear VR. Priced at \$149.99

PRODUCT EVALUATION



MARKETING OBJECTIVES

OVERVIEW:

Campaign Objective:

The overall objective of this campaign is to promote the DVD and Blu-Ray release of the film Ready Player One which debuted March 29, 2018. Through advertisements and marketing activities, we want to create a strong buzz that will create excitement for the release.

Sales Objective:

Our sales objective is to make at least \$5 million USD during the twenty week long campaign. After the twenty week campaign period we anticipate to make about \$10-15 million in DVD sales for the first year that the DVD will be in the market.

Sales Volume and Market Share:

Since we are competing with other big movie franchises, we do not have a big market share. We expect to sell approximately 12.5 thousand DVD units each week throughout the campaign. During the campaign, our goal is to secure 20 percent of the DVD and Blu-Ray market share.

MARKETING OBJECTIVES

BUDGET

ACTIVITY	DESCRIPTION	QUANTITY	COST	TOTAL COST
E3 Booth	Booth rent	3 days	\$10,000	\$30,000
The Oasis Party	- The Coliseum - Marshmello	1	- \$25,000 - \$75,000	\$100,000
TV Advertisement	ABC 7 Modern Family	2	\$125,000	\$250,000
Magazine Ad	Entertainment Weekly full page with color	1	\$192,900	\$192,900
Sweepstakes	- Hotel for 3 nights - Flight (2 pax) - 2-day Universal Studios VIP Tickets (2)	- 3 nights - 2 pax - 2 tickets	- \$300 - \$300 - \$1,316	\$1,916
			TOTAL CAMPAIGN COST	\$574,816

MARKETING OBJECTIVES

ADVERTISING PROGRAM

Our advertising program will run for 20 weeks starting from June 12 until November 2.

TIMELINE:

June 12 - June 14: E3

June 14: The Oasis Party

June 18: Release DVD and Blu-Ray

June 18 - July 09: Sweepstakes is active

July 4th: Samsung Pop-up shop @ Caesar's Palace Las Vegas

July 18: Sweepstakes winner will be notified

August 02: Sweepstakes winner flown out to Los Angeles

August 23: Samsung Pop-up @ Times Square, New York City

September 01: Samsung Pop-up shop @ The Grove, Los Angeles

September 14 - September 21: Google Maps

October 14: Lexus #ReadyPlayerBuilt

October 31: - November 2: SEMA

We will use the spot on TV and Magazines during our 8 weeks campaign to raise awareness of the activities that we will have. We will be purchasing 2 TV spots as well as one magazine ad to advertise the Golden Key sweepstakes that customers can participate in by purchasing a copy of the DVD.

MARKETING STRATEGY

MEDIA VEHICLES

TELEVISION SPOT

- The TV advertisement will be promoted on a 30 second spot that will run twice during the air time of a show.
 - The ad will run on Wednesdays on the ABC 7 channel, during the “Modern Family” show which runs from 9:00 - 10:00 p.m.
 - Ad will run on the weeks of June 27 and July 4
- The TV advertisement will run for 30 seconds, promoting the DVD/Blu-ray release through clips of Ready Player One. It will also announce the limited time DVD and Blu-ray release featuring the “Golden Key” sweepstakes in the first 20,000 DVD and Blu-Ray units.
- TV Channel Pricing - Wednesday night with a 30 second spot
ABC 7 Modern Family- \$125,000

MAGAZINE ADVERTISEMENT

We are going to reach our audience through an advertisement in a print magazine pertaining to the entertainment industry. We believe that our target market is interested in knowing about films, music and other entertainment business news. The magazine advertisement will announce the DVD release which will start on June 18th. The magazine spot will be promoted on a magazine with major circulation pertaining to the entertainment industry.

- Entertainment Weekly Magazine June 2018 Issue
 - 1,511,979 circulations
 - Cost of ad for full page with color \$192,900

MARKETING STRATEGY



ARE YOU READY TO PLAY?

DVD & BLU-RAY AVAILABLE ON JUNE 18, 2018



MARKETING STRATEGY

SALES PROMOTION PROGRAM

TRADE & CONSUMER OBJECTIVES

Trade Objective: To increase demands and foot traffic to our partner brands.

Consumer Objective: To create an emotional bond between consumer and brands to encourage them to purchase the DVD.

CONSUMER PROMOTIONS

Virtual Reality Viewer

Consumers will be able to experience a virtual reality experience through a virtual reality viewer that will be included with each DVD and Blu-Ray DVD. The Virtual Reality Viewer will be distributed to the 7 retailers (Target, Walmart, Amazon, Sam's Club, Costco, and Hot Topic). We are going to sell two types of DVDs: Blu-Ray and regular DVDs. The Blu-Ray will retail for \$24.99 and the DVD will retail for \$19.99. Both types will include a pair of virtual reality viewers. Throughout the summer we will be partnering with Samsung who will co-host popup shops in highly trafficked areas such as malls, where consumers will be able to experience a *Ready Player One* virtual experience. Throughout this time, Special Edition copies will be available for consumers to purchase, which will include the DVD & Blu-Ray along with an extra disc of commentary from director Steven Spielberg, the author Ernest Cline and actors. Additionally this package will include a Samsung Gear VR set. This special edition bundle will retail for \$149.99. We will bring back this bundle during the Holiday season.



MARKETING STRATEGY

Golden Key Sweepstakes

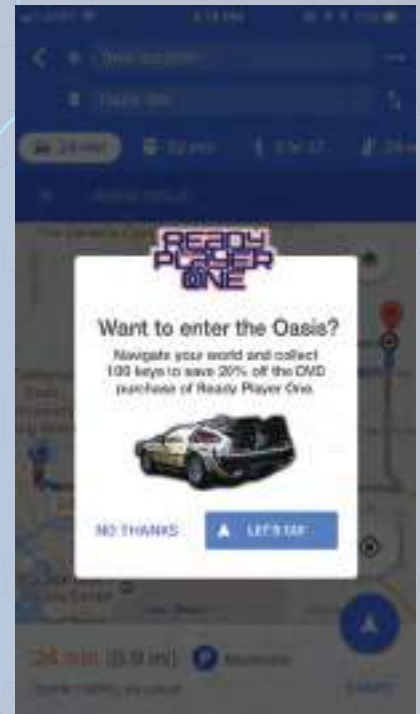
Within the first 20,000 copies produced there will be a “Golden Key” hidden inside both the DVD and Blu-Ray boxes (10,000 DVD / 10,000 Blu-Ray units). Each person that finds a Golden Key will have the opportunity to enter the code that is inscripted on the key to enter the sweepstake to be a winner. One winner will be drawn randomly from all entries. The winner and one guest will be given the opportunity to fly out to an all expense 4 day trip to Los Angeles, CA. Flight, and hotel accommodations will be included. The winner and guest will also be given VIP access to Universal Studios Hollywood. The sweepstake will run from June 18 through July 09. Winner will be announced and notified on July 18 and flown out to Los Angeles on August 2. Winner and guest will receive admission for two day VIP passes to Universal Studios Hollywood. [See Appendix A for Sweepstakes Rules]



MARKETING STRATEGY

Google Maps

During the week of September 14th to September 21st, users will have the chance to find random “Golden Keys” when they are using Google Maps to travel. “Golden Keys” will pop up randomly when users are travelling with Google Maps. Google Maps will keep a tally of how many keys has been found. After the user finds 100 keys, it will announce how much discount they will get for the DVD. The discounts will range from 10 percent to 50 percent. A code will be generated where the user can take it to a retailer and purchase a DVD.



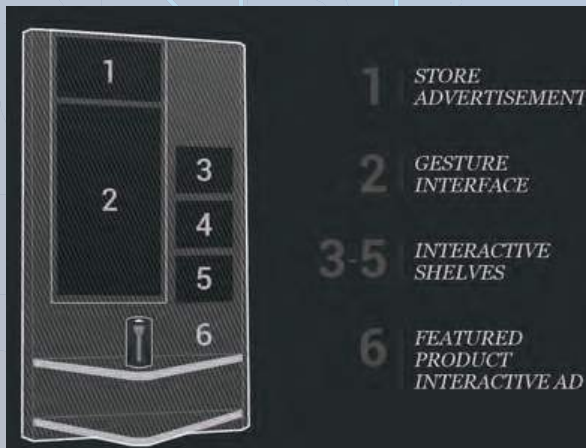
MARKETING STRATEGY

POINT OF PURCHASE PROGRAM

We are going to have cardboard displays featuring a suspended Back to the Future DeLorean from the ceiling above the DVD displays at major retailers such as Target and Walmart.



We are also going to be using digital displays at retailers that are equipped with Intel's digital signage endcaps. By using digital display endcaps we will be able to connect with consumers beyond the point-of-sale. Through gesture interaction, Intel's interactive endcaps can be used to learn more about products, as well as product informational videos, and promotional coupons. We would be able to advertise DVD sales using these interactive endcaps by being able to play the trailer at the point-of-purchase display, while also offering coupons and other product information.



MARKETING STRATEGY

PUBLICITY, SPECIAL EVENTS, AND SPONSORSHIP OPPORTUNITIES

SAMSUNG POP-UP SHOPS

We will have pop-up shops in high traffic locations featuring a VR trial experience pertaining to the race scene in Ready Player One. At these pop-up shops, we will also be mentioning the DVD release. During the pop-ups, we are going to sell Special Edition DVDs which will include one of Samsung's Gear VR.



E3 will be one of a key location holding a special version of these pop-up shops. E3 is one of the biggest video game event where companies are showcasing the newest gaming technology. In the Ready Player One booth, we are going to have a VR driving simulators similar to a racing car in an arcade where attendees can race against each other to see who is the fastest driver. The top 3 winners from each day will be invited to The Oasis Party. The expo will be live streamed from Youtube Live so people from all over the world can tune in on what is going on during the event. E3 2017 Youtube Live had over 7 million views.

• Twitch influencers will be invited to E3 Party in return for a shoutout of Ready Player One and the DVD release date. Some Twitch influencers that we will invite are:

1. Summit1g
2. Syndicate
3. Shroud
4. Ninja
5. DrDisRespectLIVE



MARKETING STRATEGY

OASIS PARTY

The Oasis Party powered by Intel. The party will take place in an inflated dome at the LA Coliseum featuring 360° laser projections to create an immersive experience. The party will be live streamed on the Ready Player One landing page where users with VR headsets can join in on the party. There will be a floating scoreboard which will broadcast live tweets as well as scores from the driving simulator during E3.



The guest list will feature the cast of Ready Player One, studio executives and producers, industry affiliates as well as social media influences / Twitch influencers who will post about the event. We will also invite media from major publications such as Entertainment Weekly, CNET, Engadget, and the Los Angeles Times.

LEXUS PARTNERSHIP

We will partner with Lexus to create a Ready Player One themed car. The car's customizations will be chosen via an Instagram poll from fans. Fans will get to choose what modifications they want on the car. The Ready Player One Lexus RCF will be built on Facebook Live for fans to see their creation come together. The Lexus Ready Player One customized car will be showcased at the SEMA (Specialty Equipment Market Association) 2018 car show in Las Vegas on October 31 - November 2nd. We will feature a Lexus RCF Ready Player One VR driving simulator at SEMA for attendees to experience a race in the #ReadyPlayerBuilt Lexus.

We will invite writers from major automotive publications to join us to test drive the #ReadyPlayerBuilt Lexus.

- MotorTrend
- Car & Driver
- Autoweek



APPENDIX

Eligibility: Open to all United States residents who are 18 years and older; except employees, affiliates, and their immediate family members.

Time: Begins at 8:00 a.m. pacific time on June 18 and ends at 11:59 p.m. pacific time on July 09.

What Happens If I Win?: You will be notified by email, phone and will be announced on our official website. Winner will be announced on July 18 at 3:00 p.m. pacific time.

Winner Verification: Winners will be required to sign an eligibility and publicity release to be able to claim their prize. Winners will need claim their prize by 10:00 a.m. pacific time on July 19.

Liability: We are not responsible for any deleted, lost or destroyed sweepstake entries. As well, will not be held responsible for any lost, stolen, or inflicted danger caused during the time of trip.

Trip Regulations: Winner will need to fill out all forms needed before July 02 at 12:00 p.m.

Prize is not available for cash redemption: winner will not be able to trade in prize for cash.