

Australia & PBL Media



When the Nine Network and PBL Media partnered with Twentieth Century Fox for the launch of the epic film, *Australia*, PBL was able to demonstrate its ability to develop out-of-the-box integrated marketing solutions across multiple platforms.

Background

In preparation for the launch of Baz Luhrmann's long-awaited new film, Twentieth Century Fox Films approached PBL Media Integration with the challenge of creating an unprecedented and ground-breaking integrated campaign that covered the entire gamut of media assets. It was an opportunity the PBL Group relished as it enabled it to deliver a large scale cross-platform campaign showcasing the full power of one of Australia's largest and most successful diversified media organisations.

Challenges & Objectives

The overarching objective of the campaign was to position *Australia* as the must-see film of the year.

Australia is an epic adventure set during a time of great change and played out in the raw and visually stunning Australian outback – themes that aligned perfectly with a number of leading Australian shows on the Nine Network.

A key objective of the campaign was to ensure campaign continuity through pre-awareness, launch and extensive in-season periods, ultimately converting this awareness into ticket sales upon the cinematic release of the film.

The campaign needed to appeal to the broadest possible audience and connect with multiple consumer segments that ranged from teenagers, to families, through to the more mature 55+ viewers.

The Solution

The partnership between PBL Media, Twentieth Century Fox Films and Publicis Media developed a comprehensive cross-platform campaign.

An *Australia* consumer promotion launched in one of the biggest television events of the sporting calendar – the NRL Grand Final – and ran across both the Nine Network and ninemsn with key Nine personalities, including Natalie Gruzlewski, Steve Jacobs, Jason Dundas and Ken Sutcliffe, talking about what makes them proud to be Australian.

CASE STUDY: AUSTRALIA

The Solution (continued)

Furthering the partnership, Australia leveraged the Nine Network IP with programming idents, branded prime-time lineups and integrated station IDs.

Australia was also supported with in-program integration within leading Australian shows including Getaway, Today, Nine News and 60 Minutes. A special edition of A Current Affair was broadcast live from the film's red carpet premiere with a feature on Baz Luhrmann producing the big-budget Tourism Australia ads.

Trailer "Sneak Peaks" were rolled into the credits of selected "epic" movie titles, further extending the exposure of Australia to a broad cross-section of the community.

The Twentieth Century Fox Films partnership with PBL Media enabled the creation of the unique URL, Australia FIX, leveraging Australia's leading online entertainment brand, The Fix. More than a website, Australia FIX hosted the promotion and provided an exclusive backstage pass to Australia the film. Online users were directed to Australia FIX through extensive support across the ninemsn network. The combined power of ninemsn coverage and exclusive content on Australia Fix attracted over 140,000 people, who viewed more than 1.4 million pages in just one week.

ACP Magazines provided extensive editorial support in addition to brand advertising.

Results

PBL Media's epic partnership with Twentieth Century Fox Films was a resounding success reaching more than 15 million consumers. The powerful cross-platform solution combined to deliver record exposure and resulted in the movie becoming the second-highest grossing Australian film of all time.

Marc Wooldridge, managing director of Twentieth Century Fox Australia says; "The ongoing box office success of Australia has been outstanding and a unique testament to the way the film has been embraced by this country.

"We believe we truly broke new ground through our partnership with PBL Media and the promotion of Australia," Wooldridge says. "The Nine Network did a terrific job with the level of creativity, the quality of implementation and we know everyone really went the extra mile to make this partnership a significant event, culminating in the first ever live broadcast of a red carpet premiere in this country.

"Australia has been a huge success at the local box-office, breaking numerous records along the way."