

Hairspray provides real boost



Roadshow Films successfully partnered with the Seven Media Group to launch one of their biggest films of the year, Hairspray.

Background

The Seven Media Group has previously shown its ability to successfully integrate the promotion of new films with properties across its stable, with such films as *The Da Vinci Code*. So, when it came time to launch the hit film, *Hairspray*, starring John Travolta, Roadshow Films teamed with Seven to create yet another hugely successful cross-platform campaign.

Objectives & Challenges

The movie *Hairspray* is a family-friendly musical which brings to mind a time when dancing and singing were the pinnacles of theatre entertainment. Its target audience was as diverse as they come; intended to delight audiences aged from eight to 80 (and beyond). This meant the promotion needed to be broad enough to solicit a response from a variety of demographics. Appealing to the mass yet enticing the niche was one of the key objectives of the campaign.

The Solution

To remind audiences why this form of cinema is so fun, Seven Media Group decided to re-ignite viewers' excitement about light-hearted musical cinema, by scheduling movies in the same genre with the same, fun feel such as *Grease* and *Saturday Night Fever*. These movie events could then be used to further leverage the promotion across Seven's online and magazine divisions.

The classic film, *Grease* was featured on the Seven Network and promoted in a way to attract the whole family into the living room to watch. During the broadcast of *Grease*, trailers for the movie *Hairspray* were screened, in addition to a viewer promotion for the film which drove viewers online to Yahoo!7 to participate. Related stories and the *Hairspray* promotion were also included in *Famous Magazine* with additional magazine exposure through badging on the covers of *Girlfriend*, *TV Hits* and *WHO* magazines.

Hairspray was also a big feature on Yahoo!7's Movies complete with trailers, blogs and information about the promotion which included a competition element with the chance to win a trip to New York. Yahoo!7 also incorporated a *Hairspray*-branded "take-over" of the home page as well as a targeted email campaign to select databases and insertion in Yahoo!7 Messenger.

The *Hairspray* movie brand was not only featured on air, online and in print, Seven also exploited its talent across the network with the film's stars - Zac Efron, John Travolta and Nikki Blonsky - appearing on Seven's programs *Sunrise*, *Weekend Sunrise* and *The Morning Show*.

CASE STUDY: ROADSHOW FILMS

Results

The Seven Media Group's 360-degree approach to heralding the launch of this exciting family movie ensured brand recognition and box office demand throughout the campaign period. As a result of this collaborative approach, Hairspray exceeded sales expectations by some 150,000 tickets - amounting to \$1.5 million in additional box office returns.

"We enjoyed working with the Seven Media Group on the Hairspray project and were thrilled with the outcome," said Joel Pearlman, managing director, Roadshow Films.

"We especially liked the tailored television programming, such as Grease and Saturday Night Fever, which created a level of excitement for this genre," he said.

The outstanding result has led Seven Media Group to further talks with Roadshow Films to launch two new films over the next six months. "The integration of magazines, online and television was highly successful, and the box office result on this property was one of our biggest for the year," Pearlman said.