

PARAMOUNT PICTURES

CAMPAIGN BOOK 2011

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HAPPY VALLEY COMMUNICATIONS

KEVIN JANIEC



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Paramount Pictures

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Client Questionnaire

1. **What date would you like to begin working with HVC?** September 6, 2011
2. **When and where does your organization meet? (Or if a business, location and hours of operation?)** Philadelphia; 9am-6pm
3. **How is your organization's structure organized? (Or if a business, how many employees and what is your business's legal structure?)** Allied-THA's Philadelphia office consists of 13 full-time employees. Throughout the country, Allied-THA employs 100+.
4. **Does your organization (business) have a website? If so, what is the url?**
www.alliedim.com
5. **Why are you requesting help from HVC?** We are requesting help to promote films, particularly those released by Paramount Pictures, to the college audience at Penn State University.
6. **What should HVC's top PR priorities be?** Promotions
7. **How long are you looking to work with HVC?** Throughout school year
8. **Does your organization/business have a budget for the work HVC will complete?** We do not have a set budget, however there are fees available to pay on a per/project basis.
9. **How did you hear about HVC?** Kevin Janiec
10. **How many members (owners/employees) does your organization have? How many of those members (owners/employees) will HVC be working with?** 100+ employees. HVC will only be working with 2-3 of the employees.
11. **What advertising/public relations campaigns have you had in the past? What were the results?** We handle campaigns for all movies studios in local markets throughout the country.
12. **How often do you plan on meeting with the HVC account executive?** We will talk via phone/email on an as needed basis. Studio directives come in for college promotions and are detailed looks at what needs to be done.

Client Summary

Paramount Pictures Corporation is a global producer and distributor of filmed entertainment. They have assigned Happy Valley Communications to promote their fall slate of films to the Penn State University campus and State College community.

FOOTLOOSE

Footloose, the classic movie from 1984 was remade this year with new flavor, new actors, new music and new dance moves. Paramount Pictures was in charge of distributing the movie across America. As a Happy Valley Communications client, we managed their promotions at Penn State University and throughout the State College community. The objective was to create awareness and spark interest around campus for this fun film. Our account team followed the directives set by the National Field Marketing executives, and administered them with a Penn State twist.

Target Audience

The target audience for the free advanced screening at the Premier Theatre College 9 was the State College community and Penn State students. Most of the promotions that we did were strictly geared towards Penn State students except for the B94.5 radio contest, “Girl’s Night Out” Kit, which was directed to teenage girls from the Centre County area.

Research: “FOOTLOOSE” promotions
SWOT Analysis

- **Strengths**
 - Filled screening with approximately 100 people.
 - Received terrific feedback on the film.
 - Many different creative promotions organized.
 - FOOTLOOSE Bar Party @ Pickles.
 - FOOTLOOSE Fitness @ White Building.
 - B94.5 Radio Promotion “Girl’s Night Out Kit”.
 - “Piketoberfest” Promotion.
 - “Cuttin’ Loose Late Night” Promotion.
 - Used very low budget for promotional campaign.

- **Weaknesses**
 - Not enough promotional items for each event.
 - Many promotional partners did not receive promotional items in time.
 - The time constraints limited the publicity of the promotions and screening.

- **Opportunities**
 - Screening tickets and all promotions were free of charge.
 - Promotional items were given away at many of these events.
 - All of the promotions included fun activities to go along with the FOOTLOOSE theme.

- **Threats**
 - The Premiere Theatre College 9 is located far away from campus, which presented a problem for people getting there.
 - With the Paramount office being far away in Philadelphia, all items had to be shipped. With delivery delays and a tight promotional schedule, the reliability was inconsistent as far as things arriving on time.
 - With so many markets to promote to, Paramount did not send us a sufficient amount of promotional items to make some of our promotions successful.

Goals and Objectives

Goal: To fill the advanced promotional screening of FOOTLOOSE with at least 100 people.

Objective: Make an announcement at State College High School.

Objective: Reach out to Penn State Greek life, media, and dance organizations to fill the screening.

Goal: To administer great promotions that raise awareness and spark interest for FOOTLOOSE in a large college community.

Objective: Come up with creative and fun ideas based off of the directives assigned to the firm by Paramount.

Objective: Find an adequate venue, confirm the promotion with a cooperative partner, and provide the resources to execute a successful promotion, and follow through to make sure that the promotion goes as planned.

Objective: Reach out to media to publicize these promotional events.

Campaign Results

Advanced Screening Attendance: Approximately 100 people

Media Hits: 3

Evaluation

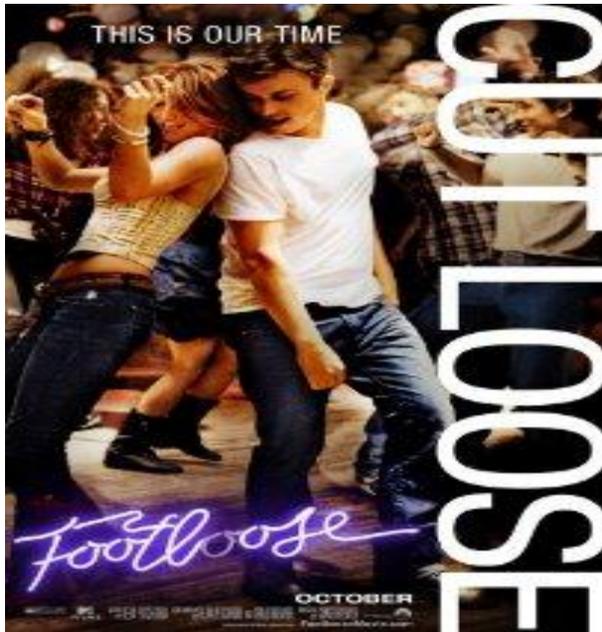
We were able to host an advanced screening that involved approximately 100 people, run 4 promotions, get two promotional articles in *Her Campus* and hold a successful radio contest for FOOTLOOSE.

Footloose Bar Party

Wednesday, October 12, 2011

By [Kelsey Lester](#)

When: Wednesday, October 12, 2011 - 9:00pm - Thursday, October 13, 2011 - 1:00am



Happy Valley Communications will host an '80s themed party tonight at Bill Pickles Tap Room starting at 9 p.m., to celebrate the release of Footloose. Guests can expect to sip on '80s-inspired drinks while listening and dancing to '80s music, and if you dress in your best '80s [costume](#) you'll have a chance to win Footloose merchandise.

Have fun everyone!

Footloose Bar Party Review

Thursday, October 13, 2011 By [Alaina Monismith](#)



Joan Jet, neon apparel and big hair could only mean one thing... the 1980s.

From Kathy Beth Terry getting millions of YouTube hits, to leggings becoming a closet staple, the '80s are making a comeback.

Personally, I love things inspired by the '80s. I will admit to watching "Girls Just Want to Have Fun" and owning a pair of acid wash jean shorts. A slave to my flat iron, I envy a time when the perm was a popular trend. But, you can't talk about the this decade without mentioning the dance moves. So, when I heard a remake of the movie "Footloose" was hitting theaters, I was pretty excited, and it seems that other Penn Staters are as well.

Last night, a taste of the '80s came to the State [College](#) bar scene. To celebrate the upcoming release of Paramount Pictures' "Footloose," Happy Valley Communications (HVC), the student-run public relations firm, threw a 1980s-inspired party at Bill Pickle's Tap Room. With classic songs from the era, by artists like Blondie and Prince, mixed into the night's playlist, students felt a touch of that iconic decade.

Guests were invited to wear '80s gear—like one group of [students](#) who came decked out in fluorescent, cut-off t-shirts and leg warmers—and show off their best dance moves.

It was a pretty quiet night at Pickle's, but the laid-back atmosphere made for a good mid-week break and overall, a little bit of the '80s to mix up my casual Wednesday night got me ready to go see the movie. "Footloose" premieres tomorrow, and we'll see if Kenny Wormland's moves measure up to Kevin Bacon.

