

## Fast & Furious 7 Premiere communication support

Category: PR/Marketing communication

Client: Forum Cinemas

Agency and execution by: Hamburg & Partners  
communication bureau

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### Client's brief, Objectives, Goals:

The movie "Fast & Furious" was already 7th in line, making it hard to find angles attractive for the media. The target group is narrow: film rather doesn't interest wider public or media. It's also not a high-value film, narrowing down the opportunities for publications even more. All competing cinema operators had their own events and were competing for media attention. We had to stand out. Limited resources in terms of time and money: 1 week for preparations without a separate budget. All events had to be held in an inconvenient time for the media – evening time before the premiere. The biggest communication risks were possible accusations by media or society for promoting reckless driving.

### Goals and tasks set by the client:

- Gain wider media attention
- Prevent competitors' activities and ensure the image of Coca-Cola Plaza as the main movie screener
- Increase the number of Forum Cinemas' visitors and film viewers
- Create an event with additional value that surpasses the media threshold: i.e. offers attractive content; overrides the competitors; doesn't seed the controversial public debate; doesn't require extra budget; is a hit in social media.

**The budget:** 3200 € (technical expenses 900€, consultation fee 2300€)

### Communication strategy, Tactics & Execution:

Create additional entertainment for the premiere that doesn't require huge preparations and costs. The content must relate to the plot but needs to have a local touch to it. Involve partners who would be willing to give their input for free. Launch a campaign in social media that would also attract traditional media and activate the fans. Add a little American-funk to the entire event, so the movie won't go out of focus. Use various spokespeople for raising interest in very different media. Feeling social responsibility, turn special attention to safe driving behavior.

**Step #1 – The Estonia's own Fast and Furious:** The campaign's main focus was on April 1<sup>st</sup> – the premiere day of "Fast and Furious 7". Together with the Estonian Drift Union and American Beauty Car Show we organized an attractive exhibition of Estonian fast and furious tuned cars on Rotermanni Square next to Coca-Cola Plaza. Drifters and car owners were present and ready for interviews. As a result – Rotermanni Square full of awesome tuned cars and public just a couple of hours before the premiere itself.

**Step #2 – The Estonia's own Vin Diesels:** On the Facebook page of Coca-Cola Plaza we launched a search for the Estonian Vin Diesels – fans who'd be willing to cut the movie star's haircut for a ticket to the premiere. Together with the beauty brand TradeHouse we set up a hairdressing salon in the foyer of the cinema, and the queue of those willing to get bold

lasted until the very last minute. The Estonian Vin Diesels also brought in a lot of friends (WOM effect) and created a buzz in traditional media.

**Step #3 – Social reponcibility:** Before the movie starts we organized a short presentation on the phenomenon of the movie and speeches from experts. A movie expert showed making-off video, talked about the backstage, including information about the recent tragic death of the movie's star, pointing out traffic safety. The Estonian Drift Union talked about their zero tolerance for reckless driving, and the representative from American Beauty talked about the beauty and glory of American cars. The objective was to add value and exclusivity to the screening.

#### **Results:**

The premiere received around 40 publications in all media formats (biggest auto, technology, lifestyle, entertainment, tabloid and news media channels) in both languages (period April 1<sup>st</sup>-7<sup>th</sup>), and a lot of posts in social media. **The movie premiere was covered as a Coca-Cola Plaza event.**

In the opening weekend (premiers + following weekend) the movie broke the all times visitors record (39 018 cinema-goers). **35% of all state visitors went to Coca-Cola Plaza to see the movie.** The movie also broke the all times box-office record by 219 333 euros. **The Coca-Cola Plaza ticket sales revenue exceeded 30% of the entire state revenue.**

#### **Cost-effectiveness and creativity:**

Limited in time and financing conditions and high density in the competitive situation, out of a product with a narrow audience and the weak content we created a value-added event, which surpassed the media threshold, scored competitors over, saved the client from the additional costs (project management fit in the usual monthly fee), create a buzz in the social media and gained the customer over a third of customers and sales revenue of the total market. The result exceeded the expectations of the client, which was achieved mainly by creative ideas and original solutions.