

Komöödiafilmi "Klassikokkutulek" eepiline lansseerimine

Category: PR

Team:

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The Goal



The Estonian production company decided to screen the comedy "Klassikokkutulek" which enjoyed enormous audience success in Denmark and Finland, also in Estonia. An over ambitious goal was set to the low-budget movie: 64 000 movie-goers and positive reception by media.

Target groups

When mapping the target groups we proceeded from the analysis of the distributor, dividing those into two:

1. age 16-25 (youngsters);
2. age 26-55 (well-informed young people, grown-ups).

The third group was the media, as influencer of attitudes/number of visits. We focused on two major directions:

1. opinion leaders in the field of film;
2. journalists of yellow press.

Previous analysis showed that young people would not watch Estonian movies since the content of these is often more artistic/serious. Among the young people, friends/opinion leaders have important influence on deciding which movies to see; entertaining/online channels and the information received via these is more important.

Among grown-ups, the opinion of more principal critics is important (classical media, opinion of friends with similar taste). In case of grown-ups, the habit to go and see so to say important movies prevails (nominations of important film awards), sooner dramas than anything else.

In general the Estonian film critics expect high quality and artistic content from our films (often state support is used, also for "Klassikokkutulek"). The same applies to comedies. The so-called average audience uses the ironic expression "typical Estonian movie", meaning slow and artistic, that they usually do not like.

Budget – 2150 € + VAT

Strategy

Strategically we divided the PR campaign into four phases. The key word was Hollywood:

1. aggressive: energetic, versatile, positive, avoiding formation of critical attitudes;
2. intensive: a lot and fast within short period to achieve maximum amount of positive media coverage for the opening weekend, influencing so the decisions of movie-goers;
3. broad-based: mainstream, online, TV, radio to create the atmosphere of an important event.

We chose the aggressive strategy, being quite rare in Estonia, to influence people via the public space strongly and positively. Rather broad and strong (pre)coverage in different channels created the Hollywood-like "big" movie expectation and positive predilection being rather unusual with Estonian

movies.



We decided to use the three leading actors as the main

spokespersons, but the communication was also supported by the director and cast. PR activities were also supported by special accounts created by the distributor to social media channels (Facebook, Instagram, Youtube).

Implementation

1. Preparatory work – message strategy and training of the key spokespersons

Development of the message strategy, focusing on the humorous content (comedy, not art);

Development of the tactical plan, focusing on the week before and after the premiere.



2) Media coverage before the premiere

When preparing the tactical plan, developing of different subjects connected with the movie and

actors was of utmost importance.

3) Red carpet

Arranging the premiere as a glamorous red carpet event (live broadcast on the prime time talk show), presenting it as a social event; inviting several middle-aged, also younger prominent people to the premiere, creating the atmosphere of a class reunion where journalists could ask about their class reunion experiences; press conference before the premiere where journalists could make interviews with the actors.

It was part of the tactics that no film critic would see the movie before the premiere, they were invited to the red carpet premiere together with VIPs and actors, avoiding creation of any earlier negative attitude.



4) After premiere communication

As the purpose of becoming a popular comedy / large number of movie-goers had been achieved, a need for after premiere communication arose.

Results

- The movie achieved the set numerical goals within 10 days.
- The number of movie-goers was exceeded

by 2.9 times: total 183,646 visitors (goal 64,000). It also achieved the visitor record of an Estonian movie of all times.

- The movie made record-breaking 1.002.782 euros of ticket sales, exceeding the budget by more than 4 times. It became the first Estonian movie exceeding one million in ticket sales.
- The movie made the absolute record with 33,828 visitors during the opening weekend (previous record 19,030).
- Mainly positive or neutral reception by media, who pointed out movie's easy and non-artistic ambitions (as planned).
- Over 215 media coverages during PR-campaign period.

Project's cost effectiveness

By carefully preparing pitches before the premiere we were able to create a



strong buzz and a sense of expectation that filled movie theatres and helped to achieve box-office goals only in ten days. Regarding that it was the first movie that made over 1 mln euros of ticket sales in Estonia, we can count it as an incomparable success on Estonian PR scene.

Creativity and originality

For achieving the above ambitious goals we used in Estonia unprecedentedly aggressive, powerful and Hollywood-like approach, in the good meaning of the word, to influence strongly and positively the behaviour of people (going to the cinema) via public space. Our original approach was also pointed out by Estonian media as unprecedentedly aggressive. "Klassikokkutulek" was not a typical Estonian movie and neither was its PR campaign.

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«Klassikokkutulek» jätkab rekordite purustamist – 10 päevaga pool miljonit eurot

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«Klassikokkutulek» lõi rekordid. Foto: Kaader filmid