

SIMON PEGG THANDIE NEWTON HANK AZARIA

# RUN FAT BOY RUN



CERT (TBC)

PICTUREHOUSE and ENTERTAINMENT FILMS present a MATERIAL ENTERTAINMENT production "RUN FAT BOY RUN"

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ALEX ALFEGEL PROD ROBERT JONES DIR SARAH CURTIS PROD MICHAEL VAN BLACK DIR MICHAEL VAN BLACK AND SIMON PEGG PROD DAVID SCHWIMMER

Entertainment  
RELEASE

DOLBY  
DIGITAL

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# PROMOTIONS SNAPSHOT

- To promote the DVD release of *Run Fat Boy Run*, \$172,000 added value has been secured across a number of third parties. The objective was to reach a broad demographic encompassing all people 16 – 39 years. Partners include:
  - ✓ The Sun-Herald's City2Surf 1<sup>st</sup> July to 10<sup>th</sup> August
  - ✓ Nova 7<sup>th</sup> July to 11<sup>th</sup> July
  - ✓ 2UE 7<sup>th</sup> July to 11<sup>th</sup> July
  - ✓ Vega 7<sup>th</sup> July to 11<sup>th</sup> July
  - ✓ Sharks vs. Eagles NRL Game 13<sup>th</sup> July
  - ✓ Who Weekly 18<sup>th</sup> July to 24<sup>th</sup> July
  - ✓ Mornings with Kerri-Anne 28<sup>th</sup> July to 1<sup>st</sup> August
  - ✓ Fitness First Prizing
  - ✓ Gatorade Prizing
  - ✓ Rebel Sport Prizing
  - ✓ LG Prizing



- The Sun-Herald's City2Surf is Australia's biggest fun run!
- In 2007 64,713 helped raise \$1,049,048 for charity.
- City2Surf 2008 is on Sunday 10<sup>th</sup> August.
- In 2008 City2Surf are aiming for a record 70,000 runners which will make the event one of the largest timed fun runs in the world.
- The partner charities this year include The Starlight Children's Foundation, The Spastic Centre, Mission Australia and Lifeline.
- Run Fat Boy Run on DVD is the official sponsor of City2Surf Charity Challenge 2008.
- The person who raises the most money for charity in 2008 will win a fun-packed family holiday to Thailand to experience the Bangkok Marathon!



- Run Fat Boy Run on DVD accredited in all references to the Charity Challenge Prize, including:
  - Weekly ads in The Sydney Morning Herald and The Sun-Herald from 1<sup>st</sup> July to 10<sup>th</sup> August valued at a minimum \$110,000 worth of exposure.
  - Run Fat Boy Run Landing Page on the City2Surf website that outlines the competition, and includes film trailer and movie info.
  - eDM out blast on 11<sup>th</sup> July to all entrants of City2Surf valued at \$0.20 per person.
  - Link from City2Surf website to Run Fat Boy Run website.
  - Radio promotions across 2UE, Vega and Nova week of DVD release valued at \$20,000.

# The Sun-Herald **CITY SURF** Charity Challenge

Press ads to feature in  
The Sun-Herald and  
Sydney Morning Herald  
from 1<sup>st</sup> July to 10<sup>th</sup> August  
(minimum of 12 inclusions).

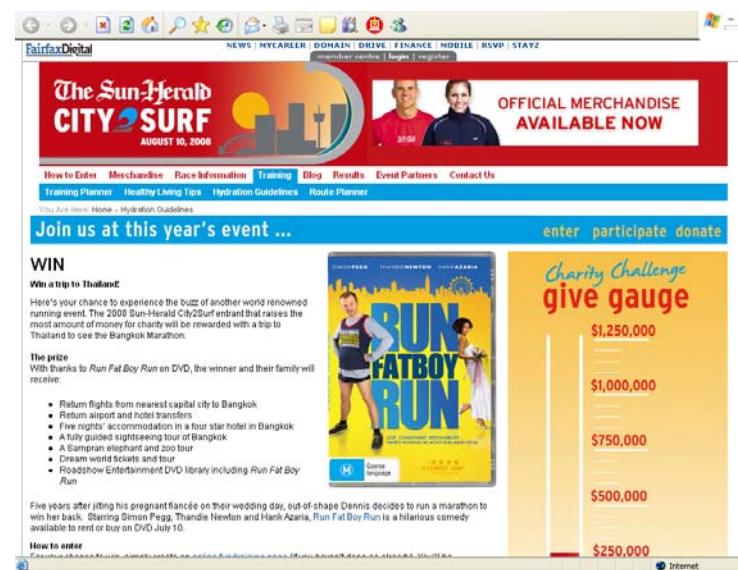
# The Sun-Herald CITY2SURF Charity Challenge



eDM sent to 25,000+ City2Surf entrants on Friday 11<sup>th</sup> July.

Charity Challenge landing page featuring DVD information, embedded trailer and link to Run Fat Boy Run website.

Frequent mentions in generic City2Surf communication.





### **Nova:**

- Daily on-air giveaways from 7<sup>th</sup> July to 11<sup>th</sup> July (2 per evening on the Jabba and Mel Show 6pm – 10pm)
- Jabba and Mel will be giving away Run Fat Boy Run DVD prize packs including a copy of the DVD, Rebel Sport \$100 Gift Card, One-month Fitness First Pass and a Gatorade backpack.
- Listeners will be encouraged to sign up to the City2Surf Charity Challenge.
- This will also promote Mel running City2Surf with Nova listeners!
- eDM to Club Nova database on 10th July offering 5 x Run Fat Boy Run DVD packs to celebrate the release.
- Valued at \$10,000.



### **Vega:**

- Vega Breakfast Sparrows is a weekly breakfast benchmark where they do an early bird quiz. They will give one prize pack per day away on the show to celebrate the DVD release from 7<sup>th</sup> July to 11<sup>th</sup> July.



- On-air promotion across 2UE (one of the official City2Surf radio partners) promoting the Charity Challenge and Run Fat Boy Run on DVD.
- Tim Webster in the Afternoon – daily giveaways 7<sup>th</sup> – 11<sup>th</sup> July.
- John Stanley at Drive – daily giveaways 7<sup>th</sup> – 11<sup>th</sup> July.

Encourage listeners to visit the Run Fat Boy Run on DVD Charity Challenge website plus enter for the chance to win Rebel Sport Gift Card, Fitness First Pass and Gatorade Sports Pack.

Online exposure 7<sup>th</sup> to 13<sup>th</sup> July.

Valued at \$5,500.

The screenshot shows the 2UE 954 website homepage. The main navigation bar includes links for HOME, NEWS, REGIONS, BLOGS, FORUMS, PODCASTS, and HELP. The top right corner features a 'HAVE YOUR SAY' button and a search bar. The main content area is titled 'City2Surf Charity Challenge' and features a banner for 'The Sun-Herald CITY2SURF Charity Challenge'. It includes a small image of a runner and text about the challenge. To the right, there are sections for 'More Competitions' (listing an exclusive advance film screening and a Qantas trip) and 'Related Links' (listing 'Afternoons with Tim Webster' and 'Drive with John Stanley'). A sidebar on the right features a woman's face and the text 'hairsalons.com.au'. The bottom of the page has a 'How to Win' section and a 'Fitness First' logo.



- Sharks vs. Eagles at Toyota Park on Sunday 13<sup>th</sup> July.
- Match day proudly presented by LG Secret and Run Fat Boy Run on DVD.
- 3 live call outs and DVD pack shot on the big screen.
- 3 x Lucky Rows will win a Run Fat Boy Run DVD Prize Pack including a copy of the DVD, LG Secret merchandise and a Gatorade Back Pack with towel, sports bottle and gym accessories!
- Valued at \$5,000.

# CREATIVE NOT FINALISED



Third page vertical in Who Weekly in issue on sale 18<sup>th</sup> July

Rent Run Fat Boy Run at Civic Video and receive a free rental valued at up to \$5.95 from 18<sup>th</sup> July to 1<sup>st</sup> August.

Valued at \$8,000.

One week on-air promotion on Mornings With Kerri-Anne starting 28<sup>th</sup> July.

Daily 60 second promo TVC to win electronics and Run Fat Boy Run DVD prize packs.

Viewers SMS to enter.

Online exposure and SMS bounce-back.

Valued at \$26,000.

