

Charlie & The Chocolate Factory Promotional Campaign



Charlie & The Chocolate Factory

Promotional Campaign

To support the release of Charlie & The Chocolate Factory on DVD, over \$1 million of media value has been secured through joint promotional activity with the following partners:

- In-pack Golden Ticket promotion
- Nestlé
- Blockbuster
- Civic Video
- Woman's Day
- KZone
- Austereo
- MCM radio
- Toasted TV

Golden Ticket Promotion



Golden Ticket Promotion

Activity:

Find a Golden Ticket in pack to WIN one of five family holidays to Warner Bros Movie World and a spending spree at the Wonka shop!

Communication:

- Game leaflet in every CATCF DVD
- On-pack sticker
- In store POS
- Tagging on magazine advertising

Timing:

From 19th January

Prize Value:

\$45,000



Golden Ticket Promotion



Magazine Advertising

Nestlé Wonka Bars

Activity:

Nestlé have a second burst of promotional activity to support the DVD release – \$100,000 outdoor campaign and in-store POS campaign across all accounts

Communication:

- Outdoor ATL campaign - \$100,000
- POS communicating DVD release
- Supporting activity across all Promotions
- Free Wonka bar with rental at Blockbuster

Timing:

From 16th January

Value:

\$500,000



Nestlé Outdoor Campaign



24 sheet Outdoor Poster Campaign - \$100,000

Nestlé POS

Standees



Header Cards

Blockbuster

Activity:

Rent CATCF and receive a FREE Wonka Bar

Communication:

- Radio campaign - \$80,000
- In store POS throughout 396 Blockbuster stores - \$20,000
- Window posters
- Blockbuster magazine
- CATCF trailers looped in-store
- On-line

Timing:

19th January until stocks last

Value:

\$100,000



Blockbuster



PLAY
RADIO AD

Civic Video

Activity:

Colour in to WIN CATCF prize packs

Communication:

- Page in C Mag
- In store POS throughout 300 Civic stores
- CATCF trailers looped in-store
- On-line

Timing:

19th January for 4 weeks

Value:

\$35,000



Name Phone

Address

Postcode Civic Video Store Age

Entry is free and open to Australian residents with a current Civic Video store membership. Entries Close 20/02/06. Hand this sheet in at your local participating Civic Video store. For further details, c in store or go to the 'Comps & Promos' page at www.civicvideo.com.au



Civic Video



Rent A TIM BURTON FILM
Charlie and the Chocolate Factory

Colour in for your chance to WIN! Download the colouring in sheet @ www.civicvideo.com.au

One Lucky winner will receive a signed framed movie poster by Tim Burton! Plus Charlie and The Chocolate Factory DVD, soundtrack, book, t-shirt, cap & Wonka chocolate bars. There are also 20 runner up prize packs to be won! Colouring in sheet also available at participating Civic Video stores.

PLAN B

VILLAGE ROADSHOW PICTURES

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Competition Starts 19 January 2006 and ends 6 March 2006. Full terms & conditions available online or at participating Civic Video stores.

Woman's Day Activity Book

Activity:

Exclusive Activity Book in Woman's Day plus WIN a signed poster by Johnny Depp, Playstation®Portable, UMD and goodies

Communication:

8 page pullout in magazine

Timing:

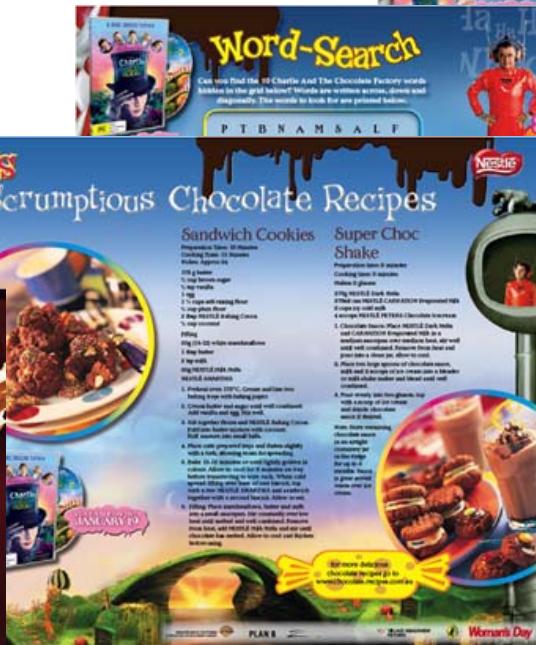
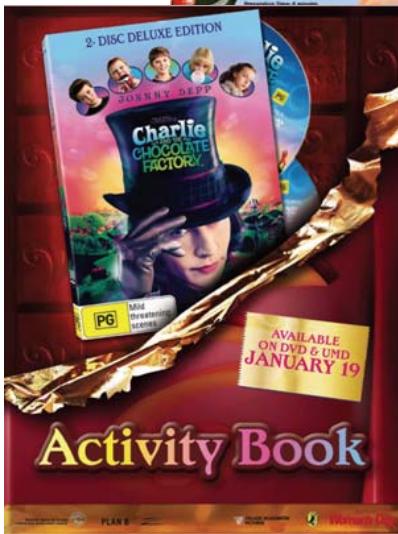
16th January

Value:

\$208,000



Woman's Day Activity Book



8 page Activity Book pull out - \$208,000 value

KZone

Activity:

FREE Dancing Oompa-Loompa postcard with KZone magazine

Communication:

- Free postcard inserted in magazine
- Put your fingers through the holes, go to www.charlieandthechocolatefactory.com.au to listen to the tracks and dance like an Oompa-Loompa!
- Supported by a competition to win CATCF goodies in magazine

Timing:

January back to school issue

Value:

\$30,000



MCM Radio Campaign

Activity:

WIN a trip Warner Bros Movie World on the Gold Coast!

Communication:

- Radio campaign – Hot Hits, Take 40 & Barry Bissell's countdown, syndicated across 99 stations nationwide
- On-line support

Timing:

w/c 14th January for 4 weeks

Value:

\$72,000



Austereo Radio Campaign

Activity:

Win tickets to Charlie's Party at Luna Park!!

Communication:

- Luna Park will open its doors with a 3 hour exclusive event and activities to celebrate the launch of Charlie & The Chocolate Factory on DVD - unlimited rides, give-aways, eats and treats with the 2DAYFM Team.
- Win tickets on-air, on-line and through the Blackthunder teams - 100 family tickets to be won

Timing:

- On-air w/c 16th January, supported by ad campaign
- Event at Luna Park 28th January

Value:

\$85,000

