

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



FIND A GOLDEN TICKET IN PACK
TO WIN 1 OF 5
FAMILY HOLIDAYS
INSTANTLY TO

MOVIE WB WORLD
HOLLYWOOD ON THE GOLD COAST™

Stay at
SEA WORLD
NARA RESORT
GOLD COAST AUSTRALIA

PROMOTION COMMENCES 19/01/06 AND CLOSES 30/03/06. SEE
WWW.ROADSHOWENTERTAINMENT.COM.AU/GOLDENTICKET/ FOR MORE DETAILS.
PURCHASE A SPECIALLY MARKED DVD AT PARTICIPATING OUTLETS TO RECEIVE A GAME
LEAFLET. PRIZES: 5 X HOLIDAYS VALUED AT UP TO \$9,656.16 EA. EACH PRIZE IS FOR 2
ADULTS & 2 KIDS (AGED 2-11). BLOCK OUT PERIODS APPLY. THE PROMOTER IS
ROADSHOW FILMS PTY LTD, 4/235 PYRMONT ST, NSW 2009. ABN 28 100 746 870.
AUTHORISED UNDER NSW PERMIT NO. TPL05/13582, VIC PERMIT NO. 05/4262, ACT
PERMIT NO. TP05/4888, NT PERMIT NO. 05/3980, SA PERMIT NO. T05/4848. 104791-9

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

We're a lot sweeter on DVD

DVD available January 19

FIND A GOLDEN TICKET IN EACH TO WIN 10P5 FAMILY HOLIDAYS

PG Mild threatening scenes

PLAN B

WILHELM ROADSHOW PICTURES

WILHELM ROADSHOW PICTURES

Production commences 19/01/06 and closes 30/03/06. See www.roadshowentertainment.com.au/goldenticket/ for more details. Purchase a specially marked DVD at participating outlets to receive a game leaflet. Prizes: 5 x holidays valued at up to \$9,856.16 ea. Each prize is for 2 adults & 2 kids (aged 2-11yrs). Blockout periods apply. The Promoter is Roadshow Films Pty Ltd, 4/235 Pyrmont St, NSW 2009, ABN 28 100 746 870. Authorised under NSW Permit no. TPL05/13582, VIC Permit No. 05/1262, ACT Permit No. TPO6/6888, NT Permit No. 05/2080, SA Permit No. T05/4948.

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



Civic Video



Rent

A TIM BURTON FILM

Charlie AND THE CHOCOLATE FACTORY™

@  C it at CIVIC

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.

ROALD DAHL
Charlie AND THE CHOCOLATE FACTORY

8-DISC DELUXE EDITION
Charlie AND THE CHOCOLATE FACTORY
UPDATES DUCOT FROM LOOPLAND

WONKA

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

