

# HAPPY FEET 2



Let's dance on the red carpet!

**Wow ..**

**Original & sustainable way to create media exposure before, and especially during the HF2 premiere (direct & live)**

**Create loyalty**  
Let fans get involved

**Access to people's network**  
Let fans spread the word

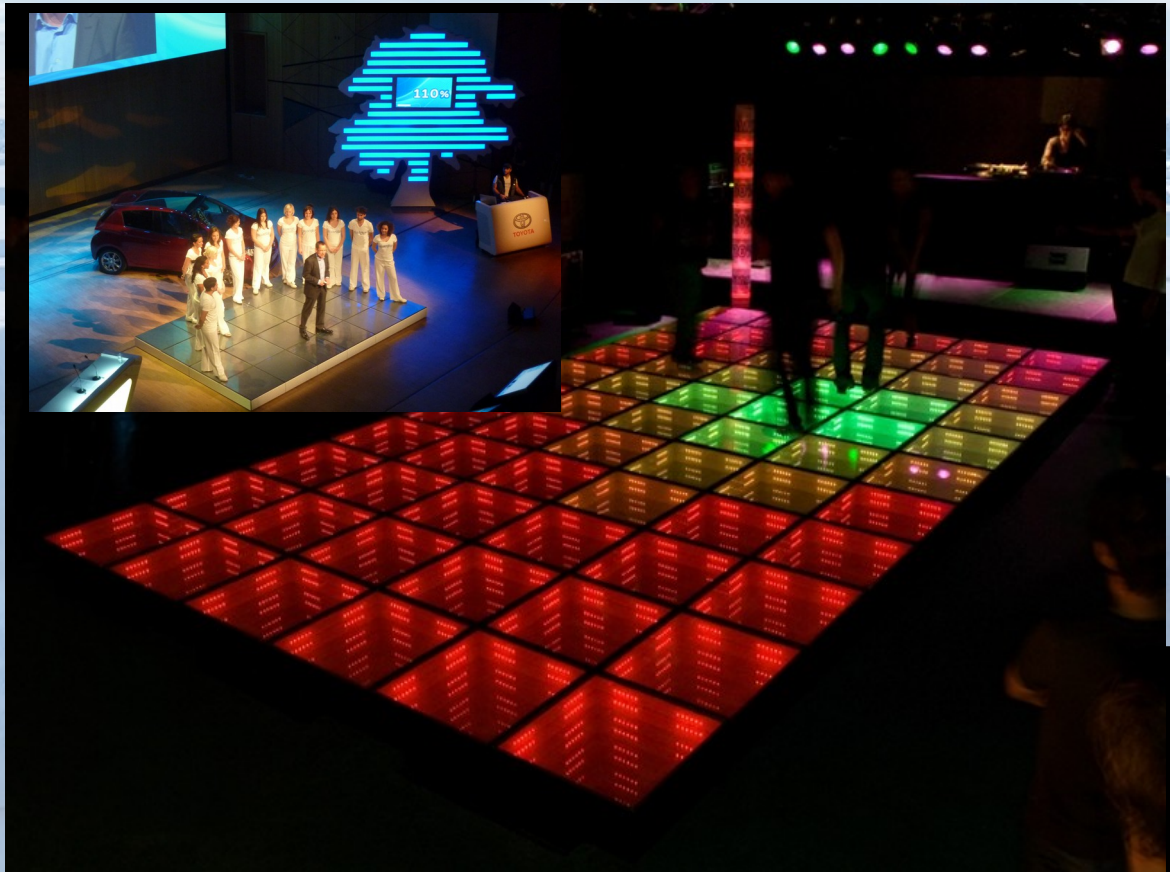
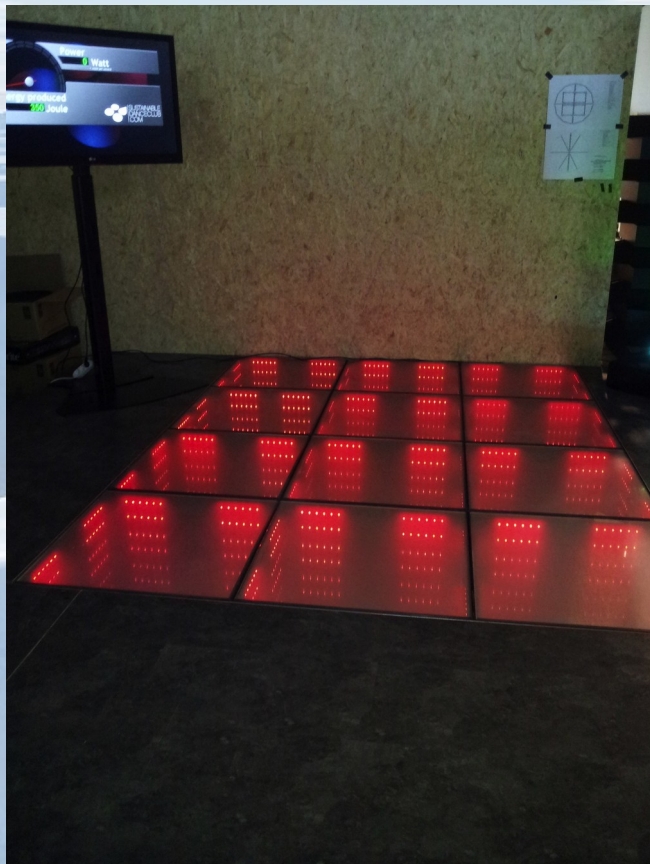
**Offline = Online**

# How does it look?



Sustainable, energy generating floor ..

# How does it look ?



....like a red carpet (and/or quickly rebuild as dancefloor)

# What's the idea?

Check in (& share)  
with Facebook, Google+, Foursquare  
(when you're at the HF2 premiere)

- On a big (digital) screen people can see a counter/ teller displaying the energy generated by walking over the red carpet (by actors, etc)
- When it reaches the maximum (100%) a random name from all the people whom 'checked in' is picked and shown on the big screen ..
- .. and that person is allowed to be present at the film premiere!  
(and walk over the red carpet, ofcourse)

Connecting (live) event with social media

# What's the idea?

## Facebook & Foursquare extra

- Foursquare: unique HF2 badge when fans check-in at the premiere.
- Facebook: create an event to alert people in their network about the HF2 premiere.

Facebook & Foursquare

# Why? – 1

## Promotion of the HF2 premiere (& movie)

Before and especially (live) during premiere

- Energy generating red carpet
  - During the premiere stars walk over the red carpet
  - After it can be used as dancefloor for the after party
  - During opening week it can create a buzz. Give people the opportunity to experience the red carpet and gain more energy (par example donate amount of energy for a good cause)
- Create loyalty among fans and visitors
- Access to social network(s)

Promotion HF2 premiere (& movie)

# Why? – 2

## Media exposure / free publicity

- Unique images of journalists / interviewers & actors (celebrities) on the red carpet.
- A lot of media attention in magazines, on TV & radio
- Spread through social media / Internet (virals, etc)

Media



# Why? – 3

## Image & message

- Enhance image Warner Bros
- Support message Happy feet 2, the movie

Image & message