

ANDRÉS GARCÍA RAFFO

# Digital Marketing Plan

## Digital Trainee Exercise

DREAMWORKS

# Trolls 3

*Todos Tuntos*

TRÁILER MUNDIAL

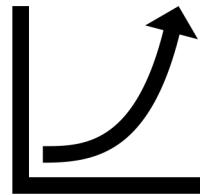
# Campaign Objectives



Increase Engagement  
(User-Generated Content)



Reach Target Audience  
(Teens & Families)



Increase Movie Awareness  
(#TrollsTodosJuntos)

# Tone of Voice

1

Playful



2

Enthusiastic



# **Targeting Families**

# Channels

Teasers & Trailers	Promotional Video Clips	Contest	User-Generated Content
    	    	 	

# #MiFamiliaTroll Family Contest

Digital contest where kids and their families can draw themselves Trolls-style using the aforementioned hashtag. Any art-style can be used (including make-up and dress-up). Entries will be shared on the website and the winner's family will attend the premiere.

The objective of this campaign is to create a sense of community among different types of families.



**MINION RUSH  
FAN-ART  
CONTEST!**

*Creative reference for the contest*

# Influencer Partnership

Partnership with local family influencers to generate content on their social media. They will receive branded consumer products, including a set of crayons (i.e. the partnership with Crayola) with unique and identifiable colours from the Trolls to use as a kick-off for the contest. Additionally, branded songs will be shared with them to use for their unboxing videos.

**Potential Partnerships:** Verdeliss, Curly Azahara, Two Dads Spain, Beatriz Millán, Julia Puig.



# **Targeting Teens**

# Channels

Teasers & Trailers	Promotional Video Clips	Challenge	User-Generated Content
			
			
			
			
			

# #BrosBailando Dance Challenge

Challenge to motivate teenagers to meet up with their friends and dance to the Brozone Medley. The dance can be their own or taken from the trailer or a clip.

The challenge can be done through TikTok (with an AR filter that gives you the hair of a Troll) or through Roblox, where Trolls' skins and a Trolls world will be created (and then shared on TikTok or YouTube).



# Timeline

Creation of Contest  
Landing Page

Trailer Release

12

Influencer Partnership

Contest Participation, Branded Content & UGC

Creation of AR Filter &  
Roblox Content

Contest Winner

15

Dance Challenge & UGC

August

September

October

Movie Release

27



EL  
EXORCISTA  
CREYENTE

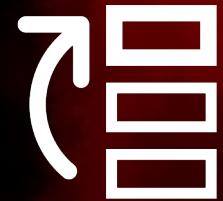
# Campaign Objectives



Create nostalgia built from  
the franchise



Reach Target Audience  
(Nostalgic Fans & Gen Z)



Top-of-Mind as the best  
horror movie

# Tone of Voice

EDGY

NOSTALGIC

PROVOCATIVE

BROODY

MYSTERIOUS

TARGETING  
NOSTALGIC  
FANS



# Channels

Teasers & Trailers



Promotional Video Clips



Remember...?



# Remember...? Part I

As *The Exorcist: Believer* sets the return of Ellen Burstyn as Chris MacNeil since the original film (and possibly Linda Blair too), teasers with old videos of her and new videos will be shown to elicit memories of the original movie in nostalgic fans.

Paid media will be used to ensure that it reaches the fans and become top of mind again.



# Remember...? Part II

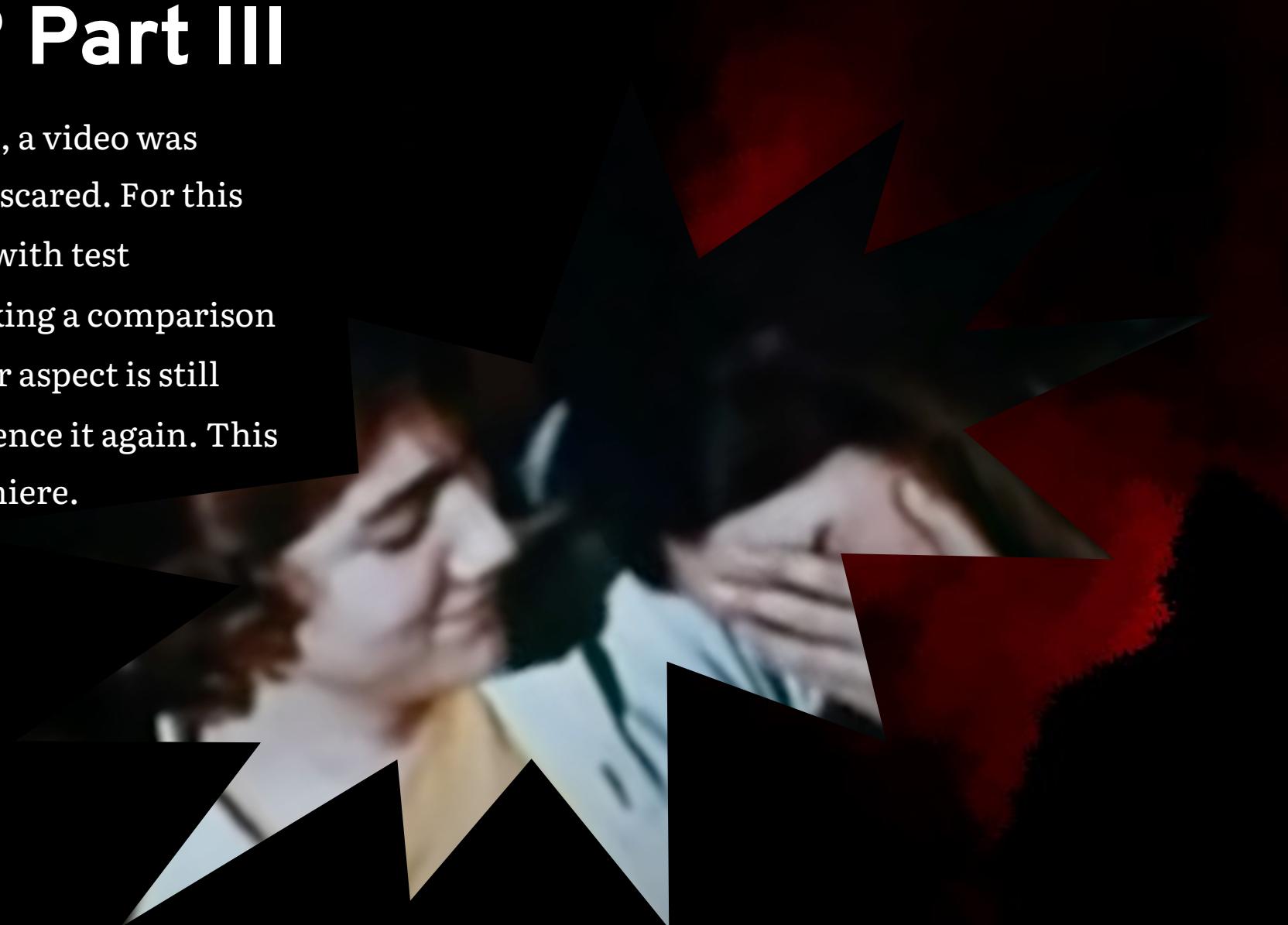
Just like it happened with the new IT movie, nostalgic fans will be critical of the new version of the possessed child, more taking into account how real and shocking The Exorcist made it to be.

Therefore, posters and teasers of the new possessed child, portrayed by Lydia Jewett, will be shared on the company's channels. Paid media will be used to ensure that it reaches the fans and become top of mind again.



# Remember...? Part III

For the premiere of the first movie, a video was made showcasing audiences being scared. For this movie, that will be done the same with test audiences prior to the release, making a comparison and reminding fans that the horror aspect is still there, and pushing them to experience it again. This will be done leading up to the premiere.



# TARGETING GENERATION Z & YOUNG ADULTS



# Channels

Teasers & Trailers	Promotional Video Clips	Horror Podcast Prank	User-Generated Content
			
			
			
			
			
			

# Horror Podcast Prank

The objective of this special digital marketing action is to create a shocking story that will bring buzz to the movie. This is based on the “Twitterature” stories written by Willi Depu, Modesto García or Manuel Bartual, but adapted to podcasts.

In order to develop it, we will partner with writers such as the mentioned above or local horror writers such as Manuel Loureiro or Pilar Pedraza, among others.



Partnering with a content creator and Podimo, a podcast and audiobook platform, the creator will create a podcast around possessions. These stories will be told as if they were real, although they will be created by the selected creator.

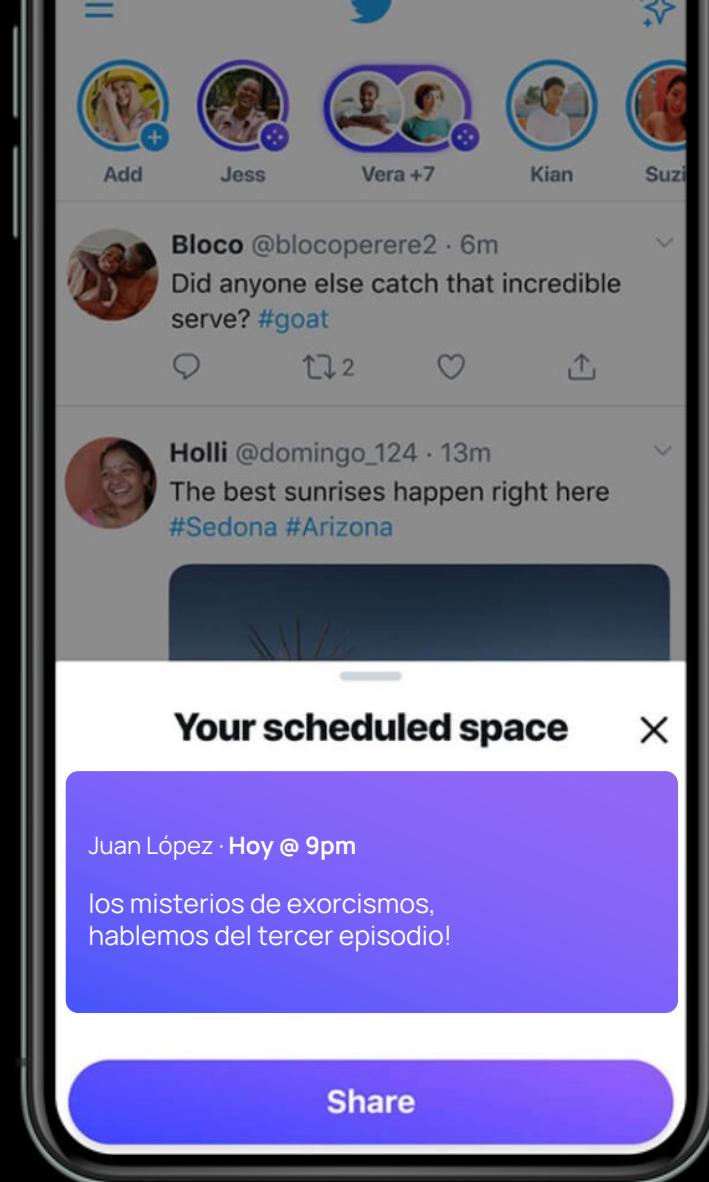
Seven episodes will be recorded, coming out every day for a week straight. Updates will be made on a Twitter account, either the same of the chosen creator, or a new one made especially for this, allowing for consumer engagement, and making the experience seem more real.



Twitter will also be used as a platform to engage with the audience through the Twitter Spaces feature, bringing Gen Z closer to the story and allowing fans to also tell their stories that might have experienced.

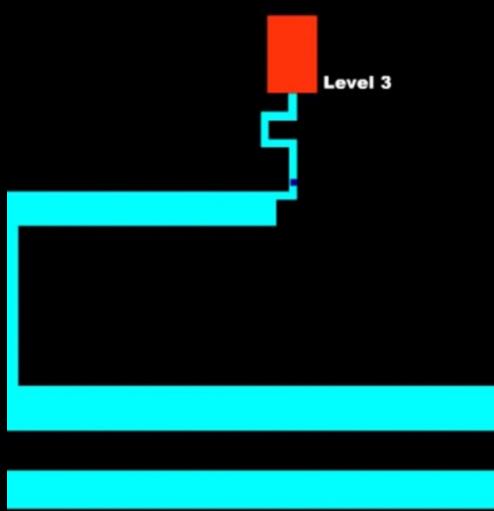
The action will finalise with one last Twitter Space following the last episode of the podcast, which will seem not finished in order to influence the audience to engage more due to mystery and confusion.

In the last Twitter Space, an “accident” will happen where the creator is possessed, with a pre-recording of a possession used as a shock factor before pinning a tweet linking to the landing page with the trailer.

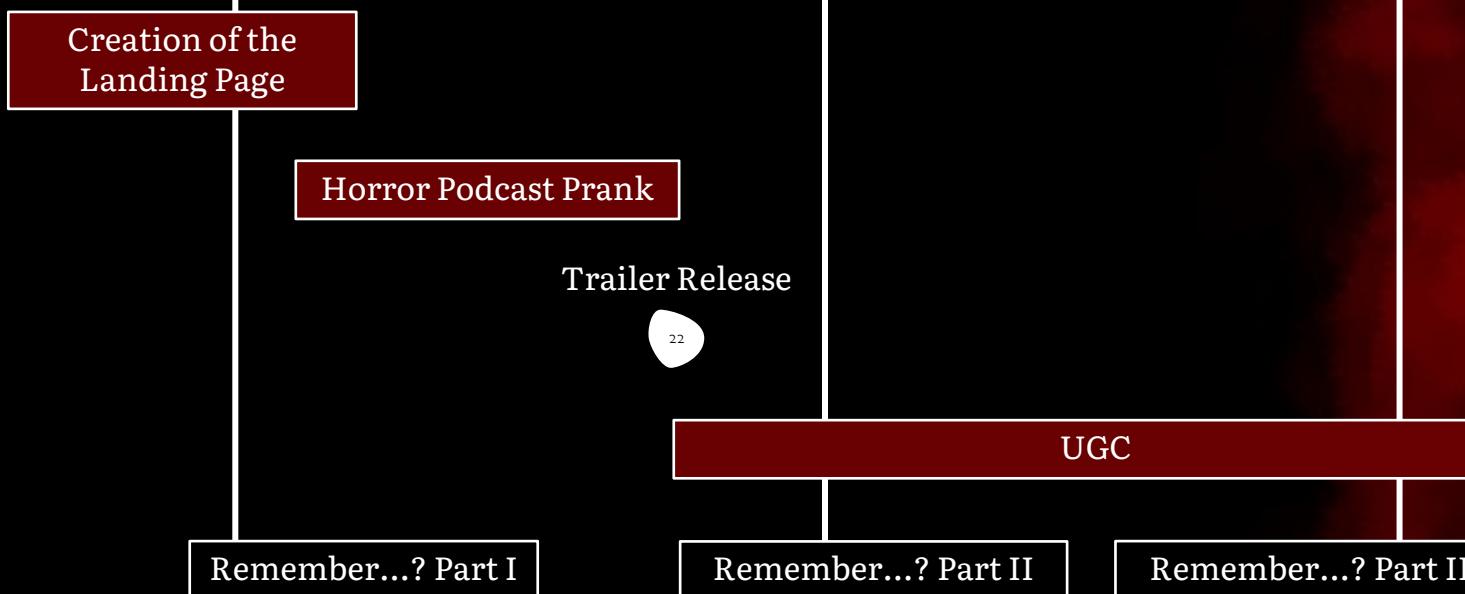


# Landing Page & UGC

Additionally, the landing page will include a “maze game” in order to watch the trailer. This game is reminiscing of the old scary maze game that featured the face of a possessed Regan MacNeil. In this case, the game will substitute it with the face of a possessed Lydia Jewett. New fans will also have Augmented Reality filters on TikTok that will show them possessed, which they can use to scare their friends or dance, like the Exorcist girl from Port Aventura.



# Timeline



August

September

October

**Thank you!**  
Any questions?