

MARKETING SNAPSHOT

Objectives

- Generate buzz and awareness around the forthcoming film "MY FIRST LOVES" across key target segments utilizing cast/filmmakers whenever possible
- Drive opening weekend attendance for "MY FIRST LOVES" in theatrical exhibition markets & sustain momentum, which ultimately drives performance across ancillary platforms (DVD, TV)

Strategies

- Seamlessly and authentically embed "MY FIRST LOVES" within targeted communities and their respective lifestyles
- Connect with consumers in their environment to deliver the "MY FIRST LOVES" message and spark excitement & buzz around the film

Target Audience

- Black/Urban/Mainstream
- Men/Women/Young/Old

Advertising Tactics

- Paid schedule TBD for TV, print, radio, and online
 - TV ads run 4-6 weeks out on BET, MTV, VH1, FUSETV, TV One, ESPN, E! & Style Channel
 - Print ads to run in VIBE, O, Fader, King, Black Enterprise, Essence & Uptown, etc.
 - Major market (NY, LA, CHI, ATL, HOU, PHI, DC, MIA) newspaper ads placed in national, local, and targeted community publications 4-6 weeks out from release
 - Partnership with Clear Channel, Radio One, and Emmis Communications affiliates for major market promotions 2-4 weeks out from release; strategic alignment with TBD syndicated morning show; placements on top digital radio networks (Sirius & XM Radio)
 - Outdoor ad placements in NY & LA, 4 weeks out from release, on buses, at bus shelters, in subways (platforms/cars), on billboards & wild posting walls, all focused on high traffic commuter areas
 - Online banner ads 4 weeks out from release, utilizing a mix of both niche and mainstream websites, including essence.com, clutchmag.com, hbcuconnect.com, blackfilm.com, uptown.com, crème-magazine.com, vibe.com, bet.com, mtv.com, bossip.com, ybf.com, et. al.
- In-theater previews aligned with appropriate films playing to target audiences

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Promotion Tactics

Television

- Leverage publicity team's relationships with daily morning shows, late night talk shows entertainment news magazines, and fashion/sports related programming
- Develop an innovative branded promotional campaign with BET and/or TV One

Radio

- Leverage publicity team's relationships with morning/evening "drive time" radio shows, including syndicated, personality-driven programs (e.g. Tom Joyner, Michael Baisden) to schedule interviews with cast members
- Partner with top radio stations in exhibition markets to run on-air promotions related to the "who was your first love?" theme; contests to include call-ins for "most romantic first love story..."

Online

- Launch teaser campaign prior to film's 4-6 week marketing plan implementation through viral marketing efforts; leverage Crème's expanding web presence to sell tickets to the film, both pre and post theatrical release
- Blog mentions with organic integration of "MY FIRST LOVES" among the power digerati commentary, sharing "The Making of My First Loves"...
- Email blasts featuring My First Loves key art, markets, release date, etc.
- Web contests awarding most romantic "first love" story with trip/tix to LA or NY premiere
- Video postings of film clips on YouTube, Google Video and numerous additional online outlets
- MySpace, FaceBook & Twitter presence for movie/characters

Grassroots

- Event presence at strategically identified conferences, art shows, award shows, integrating talent appearances for film plugs; where budget permits, "MY FIRST LOVES" will assume a sponsorship role with a customized activation (e.g. after party, booth, celebrity appearances); possible events include:
 - a. Top College Tours – including the HBCU connection, in addition to all female colleges like Agnes Scott or Simmons College in Boston, MA.
 - b. BET Awards, Soul Train Awards, Black Girls Rock! Award Show and various presenter opportunities
 - c. Private tastemaker dinner & advance screenings in key markets
- Palm card distribution at bridal boutiques, hair/nail salons, restaurants, fashion boutiques, check cashing, bill paying centers, etc.
- Music marketing partnerships with record labels/retailers & iTunes to promote/distribute the "MY FIRST LOVES" soundtrack.

Publicity

- Engaged publicist(s) to drive development & execution of film's public relations campaign
- Cast members & filmmakers booked on radio/TV, as well as pitched for editorial coverage
- Diverse media presence at red carpet premieres in NY & LA, 1-2 weeks prior to theatrical release