

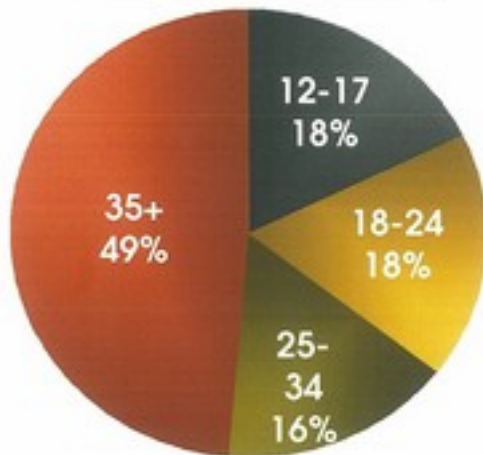
Fastboarding

Movie Theater Marketing Plan

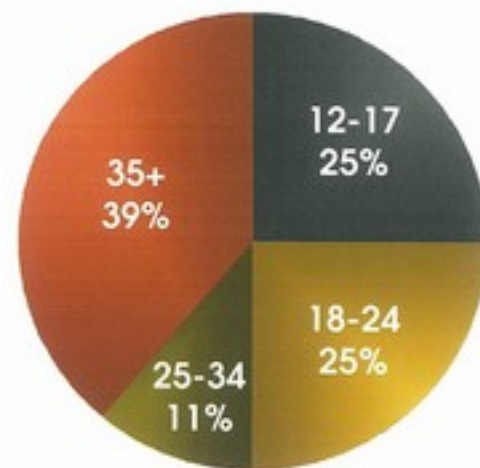
Moviegoers are *Teenagers*

1 in 4 of frequent moviegoers are in the 12-17 age bracket

Total Moviegoers



Frequent Moviegoers



Source: 2007 Arbitron Cinema Advertising Study; Base: Total Respondents 12+
Moviegoers = Saw 1+ Movies in Last 30 Days; Frequent Moviegoers = Saw 5+ Movies in Last 3
Months

Going to the Movies is the #1 Activity Among Male Teens

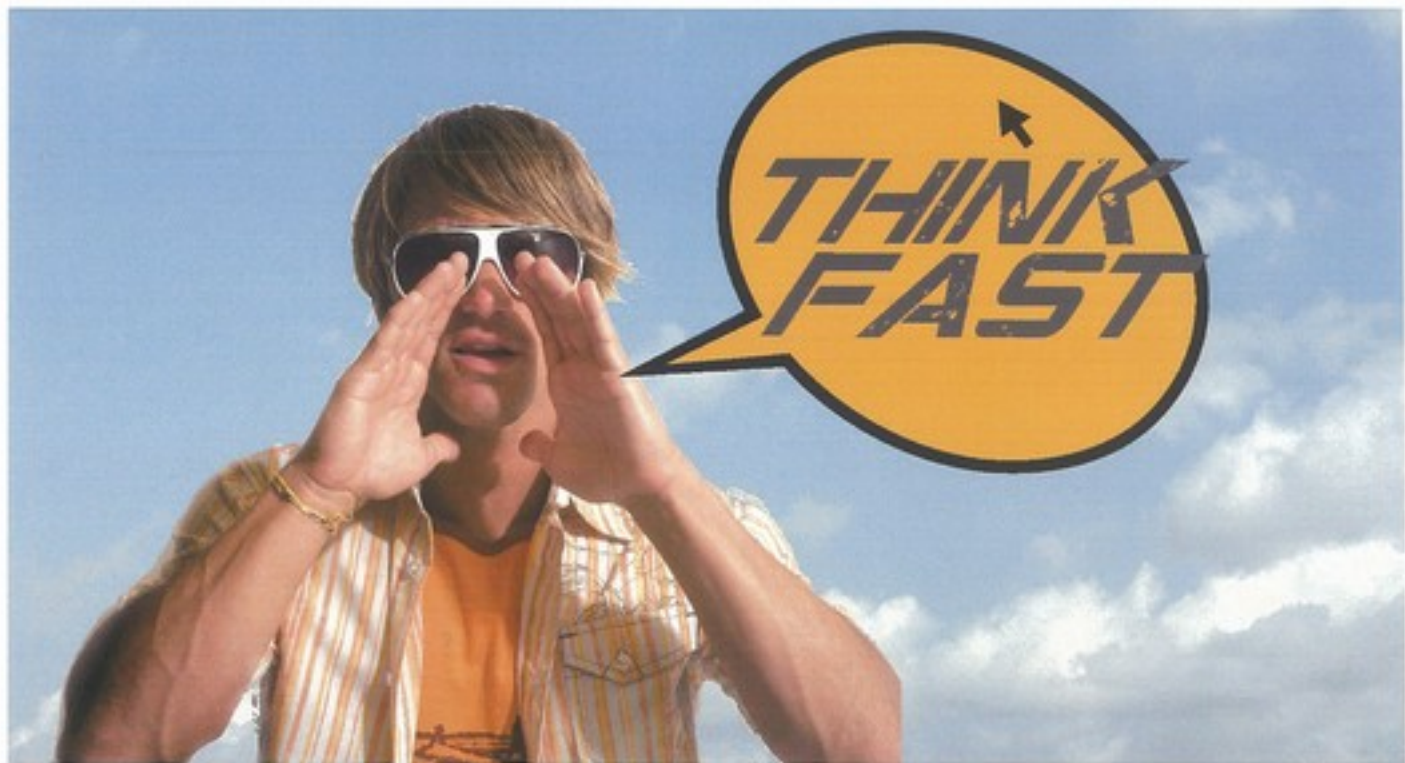
Question: "Which of the following do you personally think are "in" or "out"?"

> "In" With Guys			
<u>Fashion</u>		%	
Hooded sweatshirts	85		
Athletic shoes	77		
Mini skirts	69		
Graphic tees	69		
NFL apparel	67		
College logo clothes	67		
Dark-colored denim	62		
Polos	62		
Long, baggy shorts	62		
<u>Music</u>			
Rap/Hip-hop	72		
R&B	59		
Classic rock	52		
Alternative	50		
Punk	47		
<u>Activities</u>			
Going to the Movies	88		
Having a girlfriend	85		
Going to college	85		
Dating	83		
Going to concerts	80		
Playing sports	80		
Partying	77		
<u>Technology</u>		%	
DVDs	91		
Cellphones	90		
Home video games	89		
Digital cameras	88		
<u>Issues</u>			
Being drug-free	72		
Eating healthy	63		
Being patriotic	58		
Being religious	58		
Caring about the environment	55		
<u>Sports</u>			
NFL	80		
College football	73		
NBA	71		
Paintball	67		
<u>Hairstyles</u>			
Long hair on girls	86		
Coloring/Highlighting girls' hair	77		
Short hair on guys	75		
Facial hair on guys	67		

Marketing Plan

- 15 second spot on theater screens and lobby plasmas
- Run Time: 2 weeks
- 21 theaters throughout Florida
- Advertise on 358 screens
- Estimated traffic for 2 weeks: 580,464
- Total Cost: \$20,000

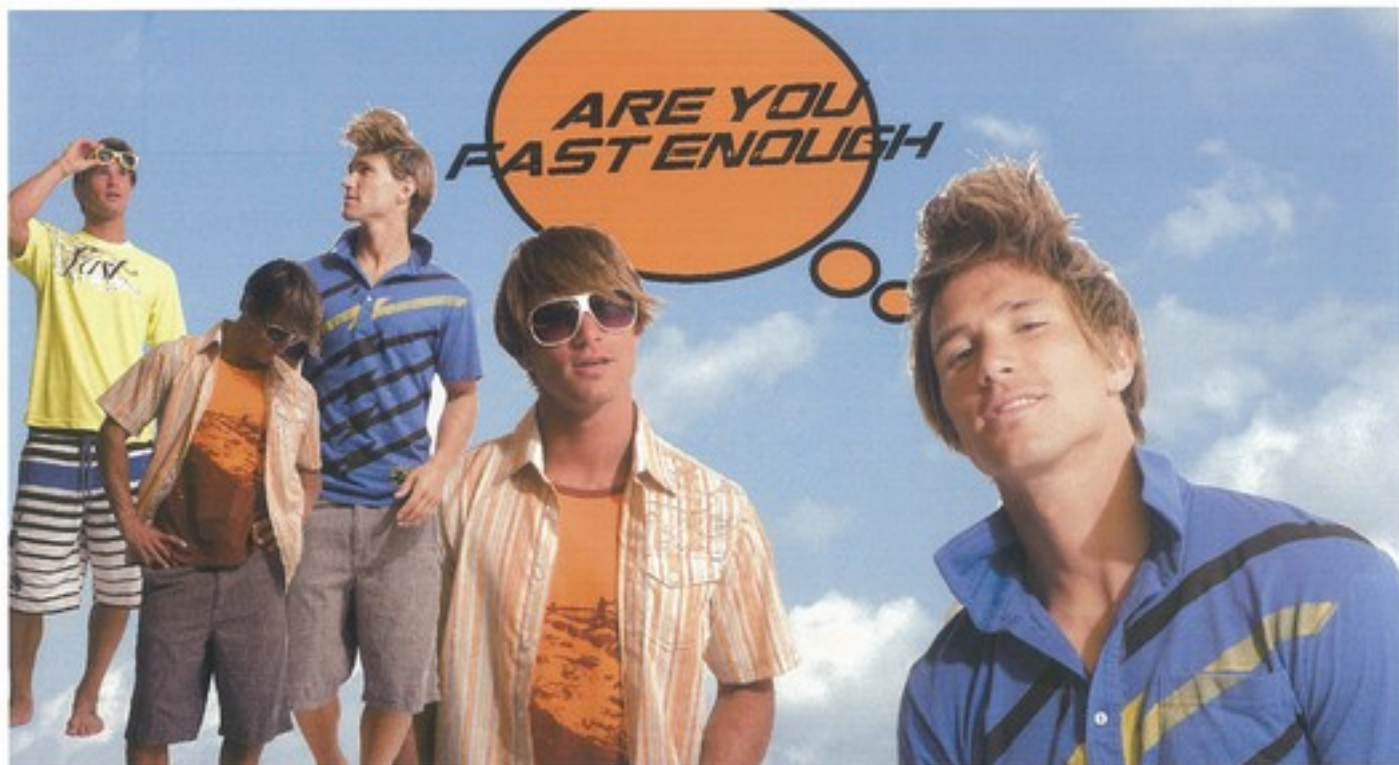
Creative





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