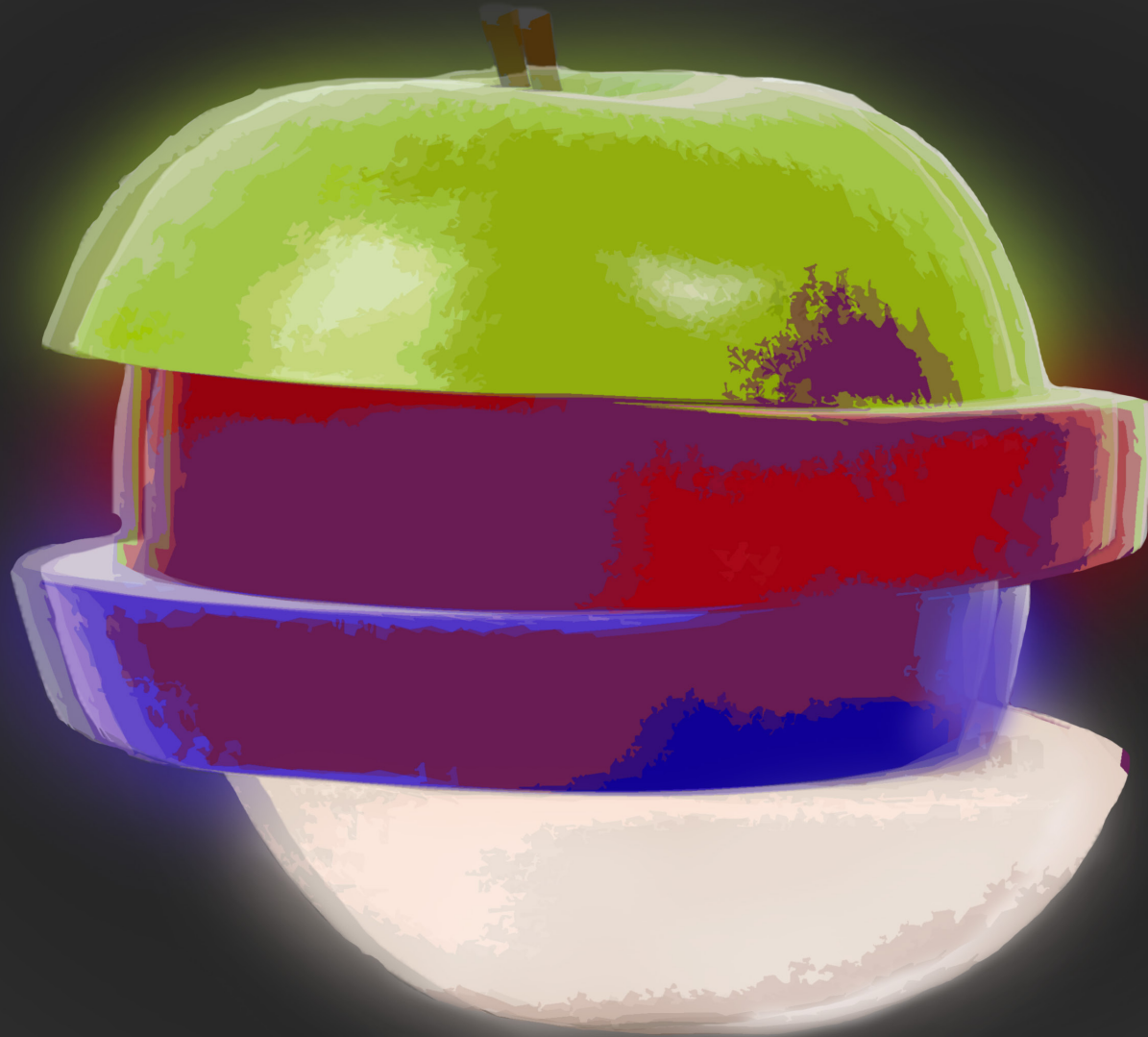


SCHRÖDINGER



ENTERTAINMENT MARKETING PLAN

by Sabina Hahn

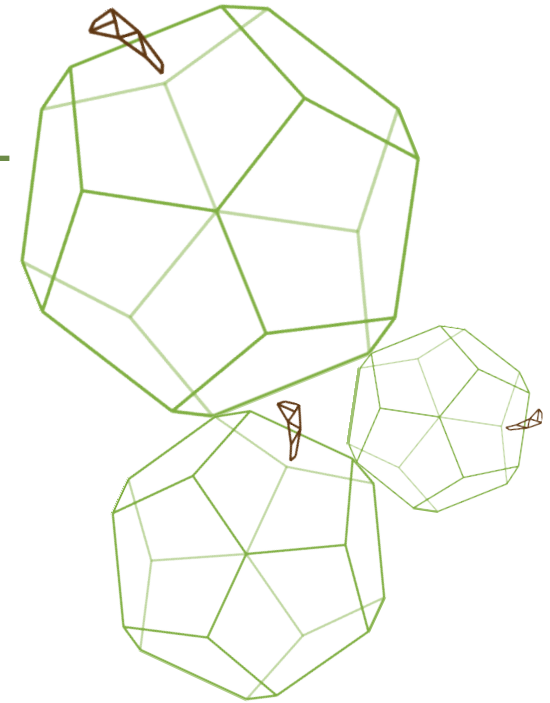
PRA 419-01

12.5.18





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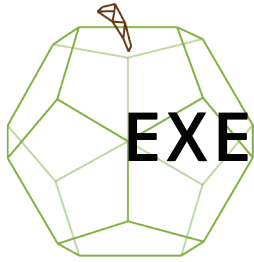
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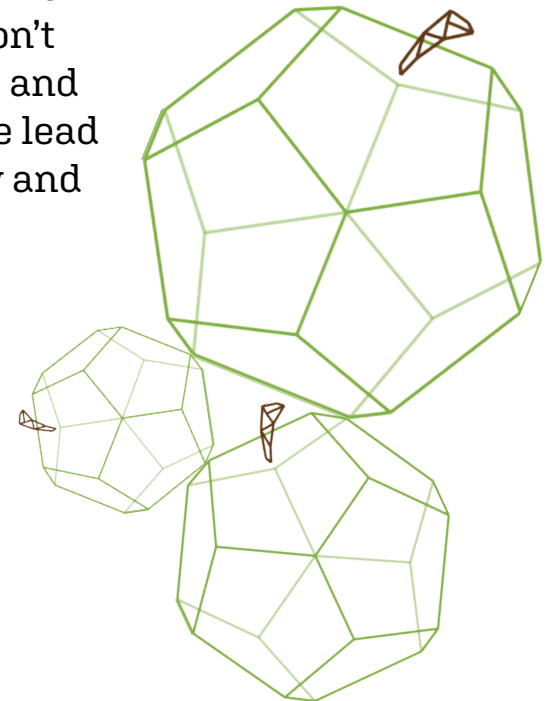
EXECUTIVE SUMMARY

Have you ever had that moment of clarity after hearing about or witnessing something tragic? Something that makes you pull out your phone and let the important people in your life know you love them? You become hyper-aware that your entire life can change in the span of a few seconds. Sebastian, a young grad-school drop-out, learns this lesson in the harshest of ways — watching his girlfriend die in a freak-accident in front of his eyes.

In an honest look at love, loss and personal growth, Schrödinger expertly blends the science fiction and drama genres in this live action short film.

Schrödinger urges audiences to reflect on their own lives and stop taking the important people in their life for granted. While freak toaster accidents don't happen regularly, the film highlights the uncertainty of human existence and the importance of being an active participant in your own life. Though the lead character's struggles are largely self-inflicted, Sebastian's unique journey and character development make him a lovable character that audiences can relate to.

The film's marketing aims to emphasize these important themes, and draw audiences in with equally emotional graphics and images.

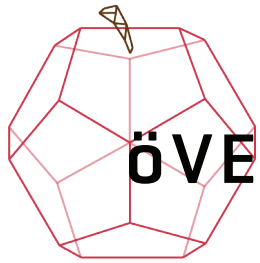






PHASE ÖNE

“I wish we could stay here forever.”



ÖVERVIEW

TITLE PRÖNUNCIATION

Shro-ding-er

GENRE

Sci-fi drama

PÖSITIÖNING STATEMENT

A science fiction drama following a grad-school drop-out's quarter-life crisis across several parallel timelines.

SYNÖPSIS

Sebastian, an unmotivated grad-school drop-out, is content with his slow and unbothered lifestyle. This quickly changes when his long-term girlfriend, Shay, breaks up with him and dies in a freak accident moments after. Grief-stricken and confused, Sebastian finds himself thrust into a series of parallel universes in which reality changes at the drop of an apple. Faced with the uncertainty of what the next moment holds, Sebastian soon realizes the only constant in his life is himself — and he's not a fan.

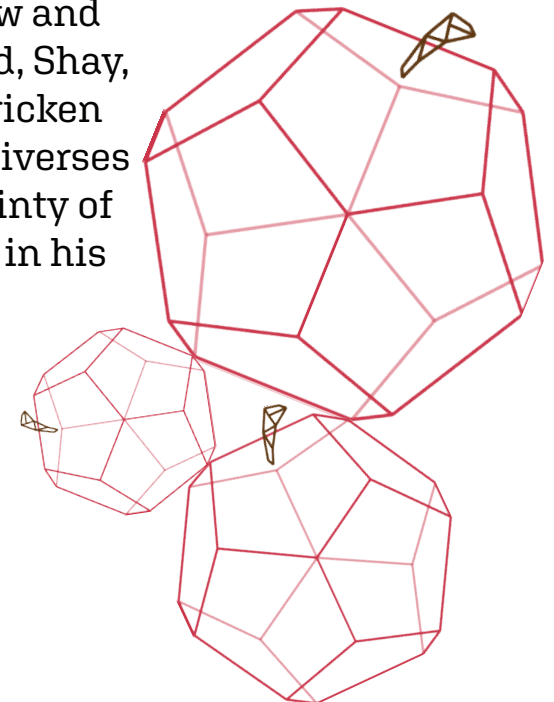
ANTICIPATED RATING

MPAA-Rated R

TAGLINE

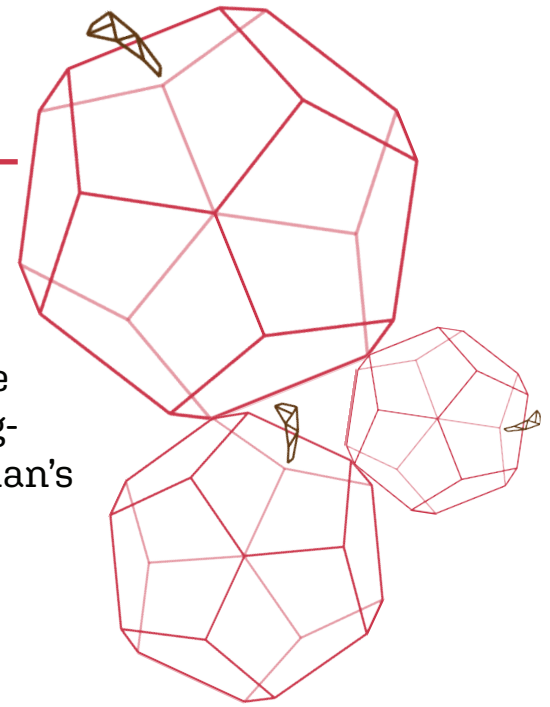


8. How many worlds can you handle?





TARGET AUDIENCES



Primary – Single males, aged 25 to 34

Schrödinger's intended audience is males of this demographic because the storyline revolves around the mindset many young men have towards long-term relationships. Viewers in the demographic may resonate with Sebastian's attitude towards relationships and life, and will find the film to be an enlightening experience.

Secondary – Single females, aged 18 to 24

Viewers in this demographic are likely to be more mature or interested in having meaningful relationships than their male counterparts. This film will resonate with a young adult female audience because they've likely dated someone similar to Sebastian or have a friend who has.

Tertiary – Fans of science fiction and/or conspiracy theories

Viewers in this demographic are likely to be more mature or interested in having meaningful relationships than their male counterparts. This film will resonate with a young adult female audience because they've likely dated someone similar to Sebastian or have a friend who has.



MARKETING ÖPPÖRTUNITIES

Unique cöncëpt

Dramas that center around romance and personal growth oftentimes include overused tropes that audiences are tired of seeing. Shrodinger's use of reality-hopping as the vehicle for Sebastian's personal growth gives the film an edge against others in its genre.

Sympathetic main character

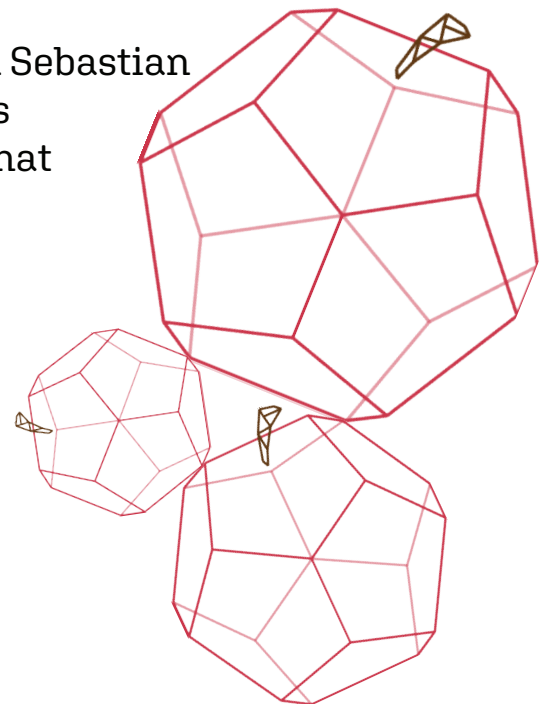
While Sebastian's misfortune is largely self-inflicted, he has underdog qualities that make him easy to root for and likable.

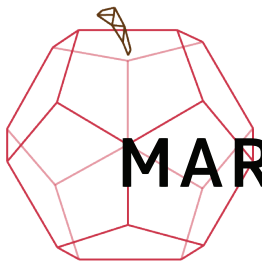
Recögnizable visual symböl

The film uses multicolored apples as a reoccurring symbol to show when Sebastian has entered a new reality. This symbol adds to the suspense of the film as we watch Sebastian struggle through several timelines and wait to see what becomes of his original reality.

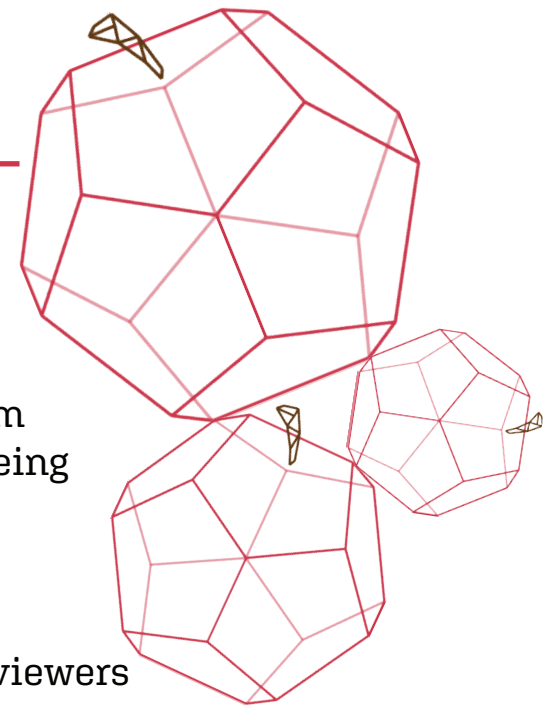
Emötiöнал störyline

The film brings the audience into the struggles of Sebastian and Shay, pulling at their heart strings with an emotional and moving performance from the actors.





MARKETING ÖBSTACLES



Title

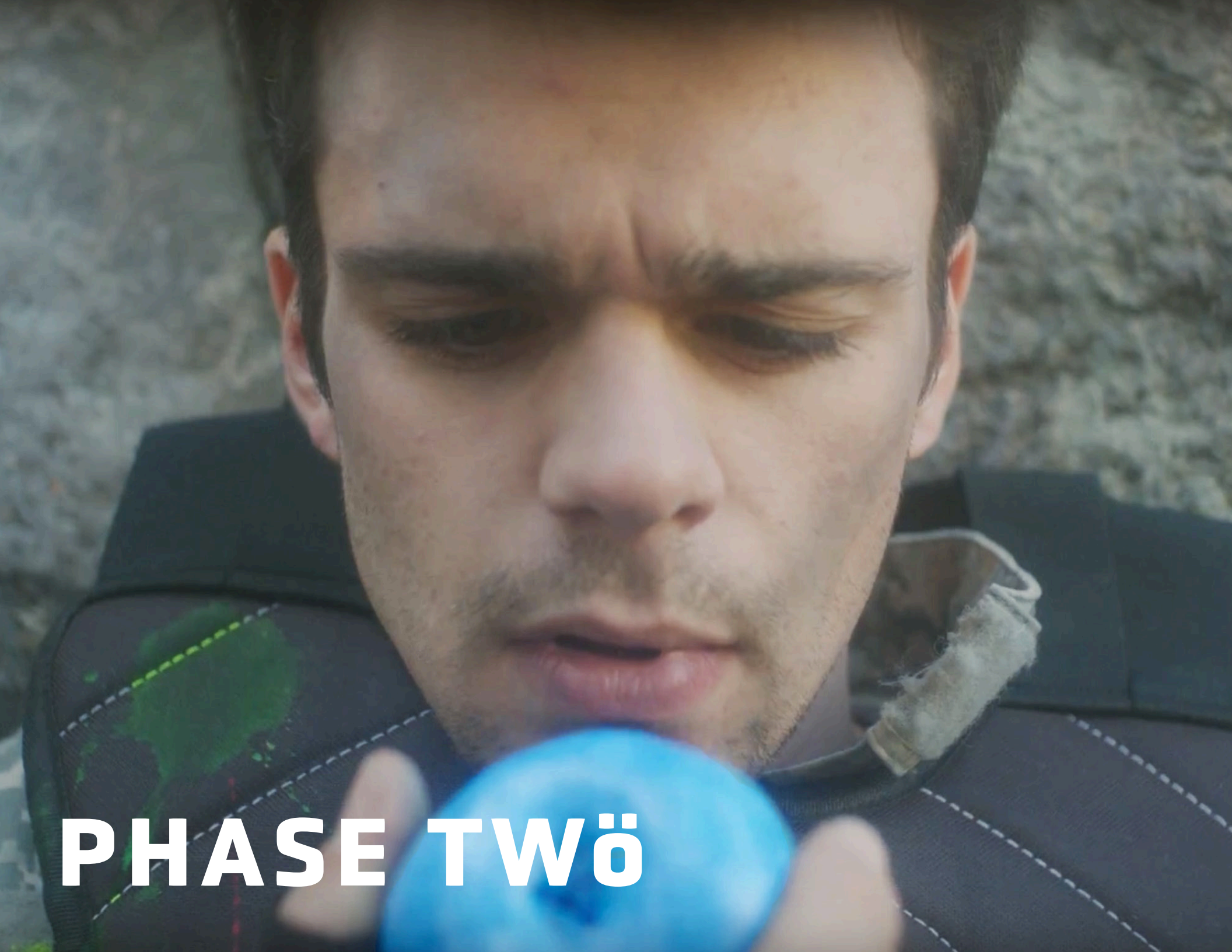
The film's title, "Schrödinger," refers to a complex theory based on quantum mechanics, which may confuse and discourage potential viewers from seeing the film.

"R" rating

The current "R" rating of the film severely limits its potential audience to viewers 18-years and older.

Sad ending

The film does not end happily-ever-after which may affect the film's word-of-mouth and push viewers to see a more light-hearted film instead.



PHASE TWÖ

“A is för Apple,
B is för Blue.
They’re next tō each öther because it’s true.”



TARGET FILM FESTIVALS

Böston SciFi Film Fest

Somerville, Massachusetts

In its 44th year, the Boston SciFi Film Fest is the longest running festival for science fiction films. The festival accepts around 50 short films every year, with its main consideration being whether or not the story could run on the original “Twilight Zone.” Its mission is to feature filmmakers and stars of the future that “explore new worlds.”



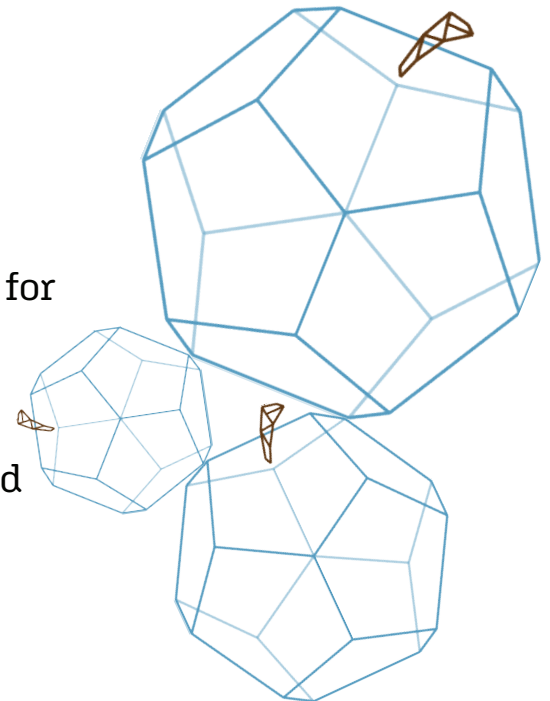
**BOSTON
SCI-FILM
FESTIVAL**



Sci-Fi Löndön Film Festival

London, England

As the UK's only sci-fi-only film festival, it's internationally regarded as an ideal festival to premiere your film. Sci-Fi London prides itself for pushing the definition of science fiction and remaining inclusive in its programming. In its inception, the festival set out to create a platform for low-budget, independent films and stays true to this mission today.

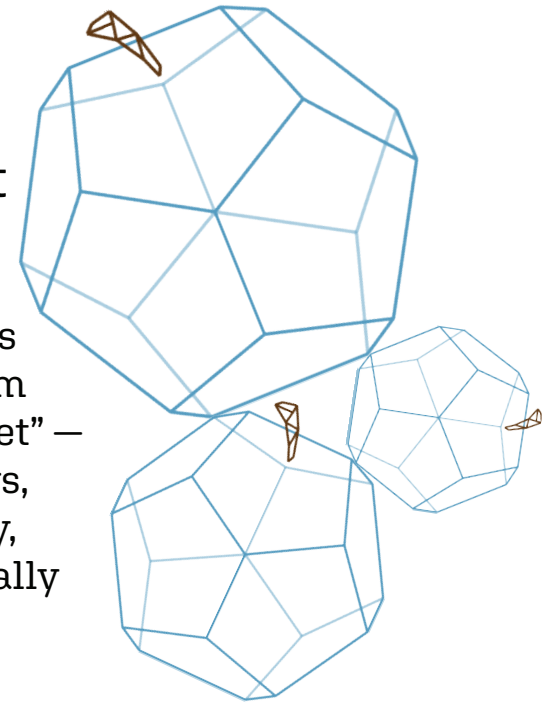




Palm Springs International Shortfest

Palm Springs, California

As one of North America's largest displays of short films, the Palm Springs International ShortFest screens around 330 short films every year. Whether or not a film is chosen, the festival submits every film to "The Market" — a private screening system for sales agents, distributors, and other individuals in the film industry. Additionally, the winner of the "Best of the Fest" award is automatically eligible for the Academy's consideration.



Nashville Film Festival

Nashville, Tennessee

The Nashville Film Festival started in 1969 and has since been voted one of MovieMaker Magazine's "25 film festivals worth the entry fee." Some of NashFest's alumni films include (500) Days of Summer and 13 Assassins. Winners of NashFest's Short Documentary, Short Narrative, and Short Animation automatically qualify for Academy Award consideration.





PITCH LETTER



Boston Sci-Fi Film Fest
21 Ballard Road
Derry, NH 03038
BostonSciFi@gmail.com

To Whom This May Concern,

As a fellow film lover, I wanted to bring your attention to a new film that expertly blends the science fiction and drama genres.

Schrödinger, a Chapman University Dodge College thesis film, follows Sebastian, a grad-school dropout's, quarter-life crisis across several parallel timelines. I believe Schrödinger will resonate with your audience as it tackles relatable themes of love, loss and personal growth with brutal honesty through the lense of science fiction.

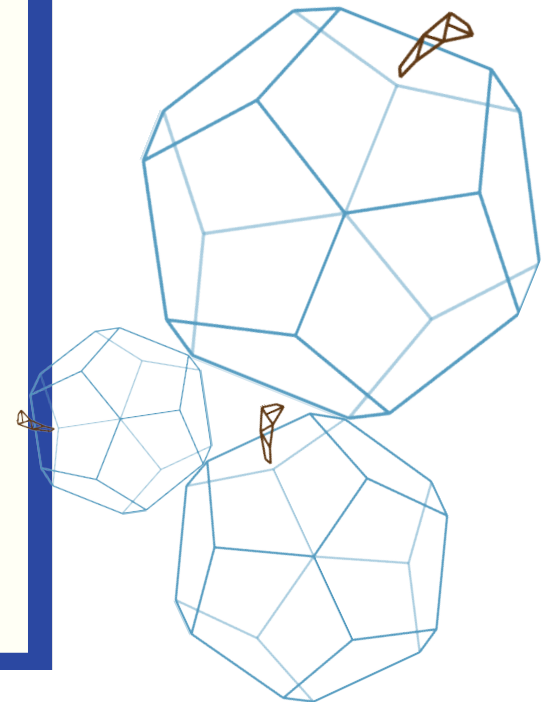
We hope you'll consider Schrödinger for your 45th festival next year. It would be an honor to be featured among the greats in the longest running science fiction film festival.

If you have any questions, don't hesitate to email Shun Ozawa at ozawa103@mail.chapman.edu.

Thank you so much for your time!

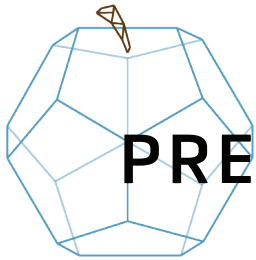
Sincerely,

Sabina Hahn
Schrödinger Marketing Director









PRESS RELEASE



Chapman University
1 University Dr.
Orange, CA 92866

For Immediate Release
Sabina Hahn
(760) 419-3767

Dodge College Thesis Film Schrödinger To Premiere

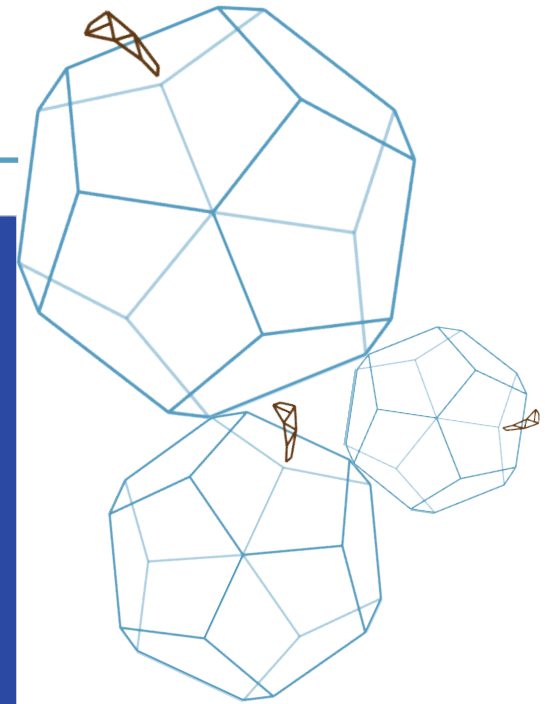
ORANGE, Calif. — Top 10 ranked film school in America by Hollywood Reporter, Chapman University Dodge College, premieres R-rated senior thesis film Schrödinger after several years of work and ideation, said Director and Co-Writer William Crouch.

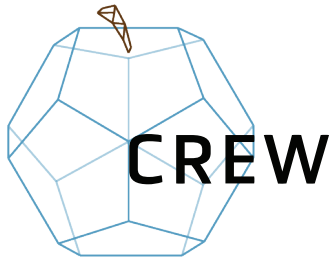
Schrödinger, pronounced Shro-dinge-er, is a science fiction drama that follows the story of Sebastian, an unmotivated grad-school drop-out, is content with his slow and unbothered lifestyle. This quickly changes when his long-term girlfriend, Shay, breaks up with him and dies in a freak accident moments after. Grief-stricken and confused, Sebastian finds himself thrust into a series of parallel universes in which reality changes at the drop of an apple. Faced with the uncertainty of what the next moment holds, Sebastian soon realizes the only constant in his life is himself — and he's not a fan, said Schrödinger marketing director, Sabina Hahn.

The film tackles themes of love, loss, and personal growth with brutal honesty, urging audiences to value the people and things in their life they may take for granted. "I want audiences to walk out of the theater and want to call somebody. The whole movie is about perspective. Get a little perspective in your life so you can tackle your inner demons. We all have them," said lead actor Kendall Slocum.

Schrödinger will hit the theaters July 2019. To stay updated on Schrödinger news, follow the film on Instagram @SchrodingerTheFilm.

For more information, email producer, Shun Ozawa, at ozawa103@mail.chapman.edu.

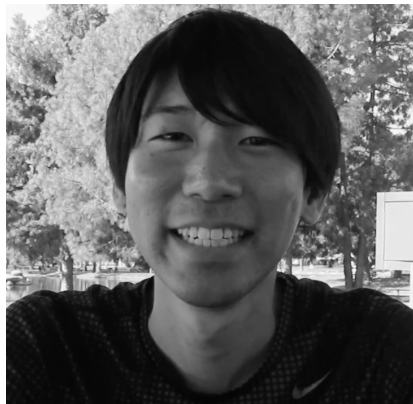




William Crouch

Director

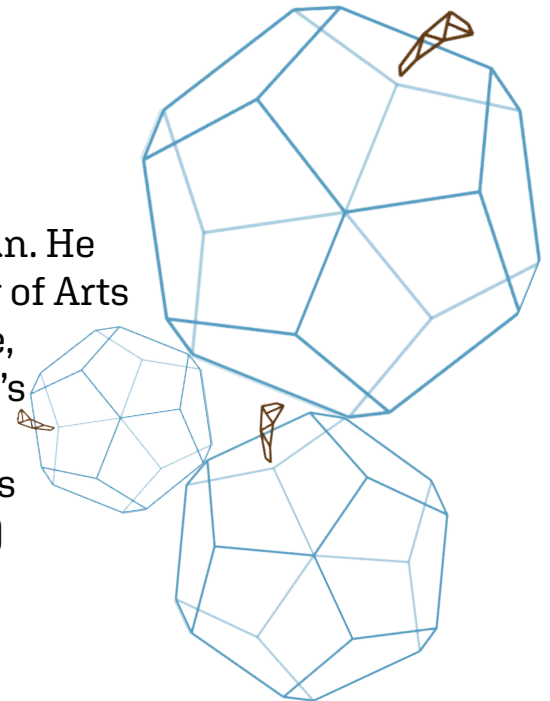
Ever since a young age, William has had a major passion for narrative, going all the way back to cheesy stop-motion videos in his early childhood. He grew up in Palo Alto, California, where he spent many years in Video Production classes in school and attended programs such as New York Film Academy and Chapman Summer Film Academy. For the last four years, he has been pursuing a B.F.A. in Film Production at Chapman University's Dodge College of Film and Media Arts, where he most recently directed "Perseverance" (2017, 9 minute comedy).



Shun Ozawa

Producer

Shun was born and grown up in Hokkaido, Japan. He attended Waseda University and got a Bachelor of Arts in English Literature. Then, he moved to Orange, California to study film at Chapman University's Dodge College of Film and Media Arts. He produced some short films such as "Why Is This Happening To Me?" (10 minute drama/comedy), "MOLDING" (7 minute drama).

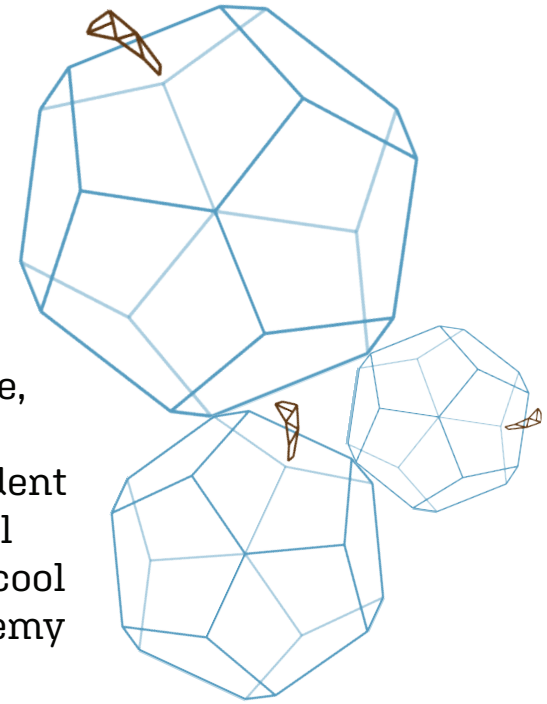




Evan Harris

Writer

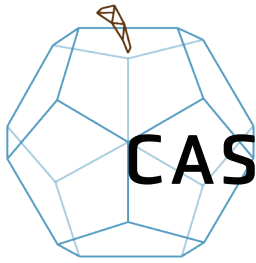
Evan is a screenwriter going into his final year at Chapman University. He has written, edited, and produced comics, articles, radio dramas, and of course, screenplays for film and television. Most notably, his screenplay, *Love is Life*, was produced as an independent feature film. It is currently in post-production and will likely be released in the fall. He has not received any cool awards for writing but he has commissioned an academy award replica that looks just like the real thing.



Clayton Connell

Director of Photography

Clayton fell in love with filmmaking from the first time he picked up a camera. What started as a fifth grade French video project turned into a lifelong passion to create and explore as many different film-styles as possible– from music videos, to narrative film, to documentary, Clayton has conquered every key role on set while always learning more with each project he works on. The last four years he has been pursuing a B.F.A. in Film Production as a cinematography emphasis at Chapman University's Dodge College of Film and Media Arts. Clayton has spent the past four years honing his craft– learning the ins and outs of the different aspects of filmmaking. His most recent project he shot was “Nappy Endings,” (2018, 16 min documentary).



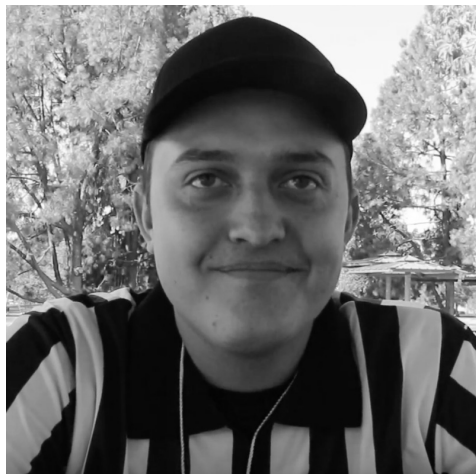
CAST



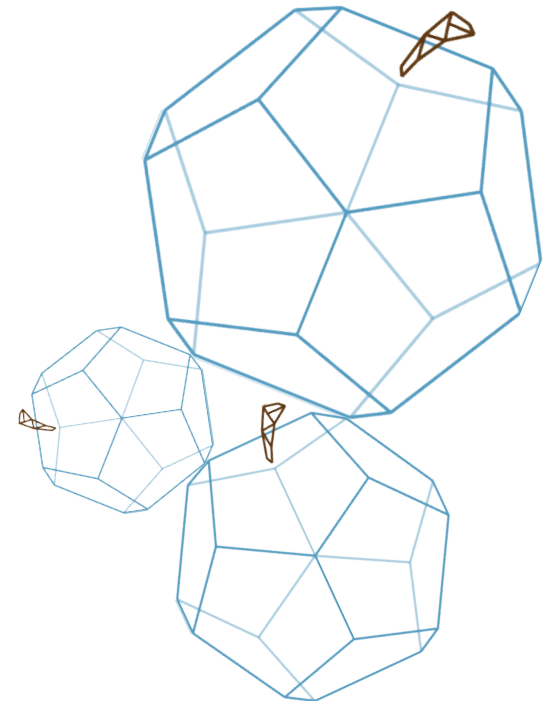
Kendall Slocum
Sebastian



Molly Nolan
Shay



Joe Kelmon
Bill





RATES & PRICES	
FRANCE FEE	\$15
PAINTBALL RENTAL	\$17
PAINTBALLS	\$15
PAINTBALL	\$30
PAINTBALL	\$75

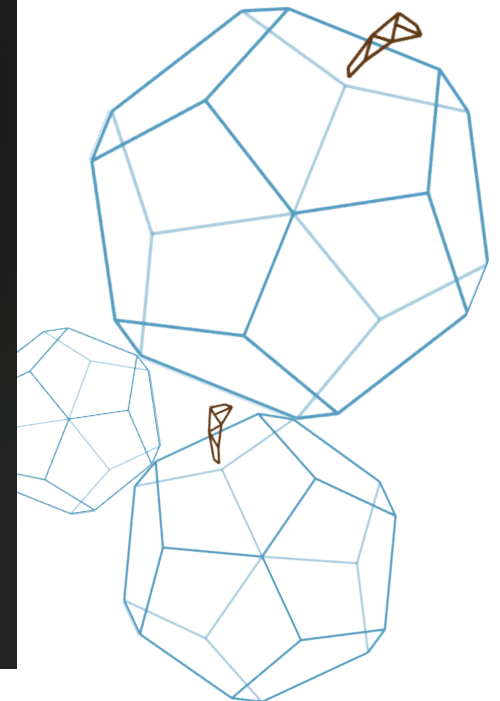


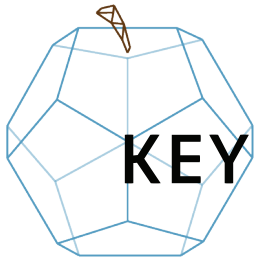
ÖNE SHEET

HOW MANY WORLDS CAN YOU HANDLE?

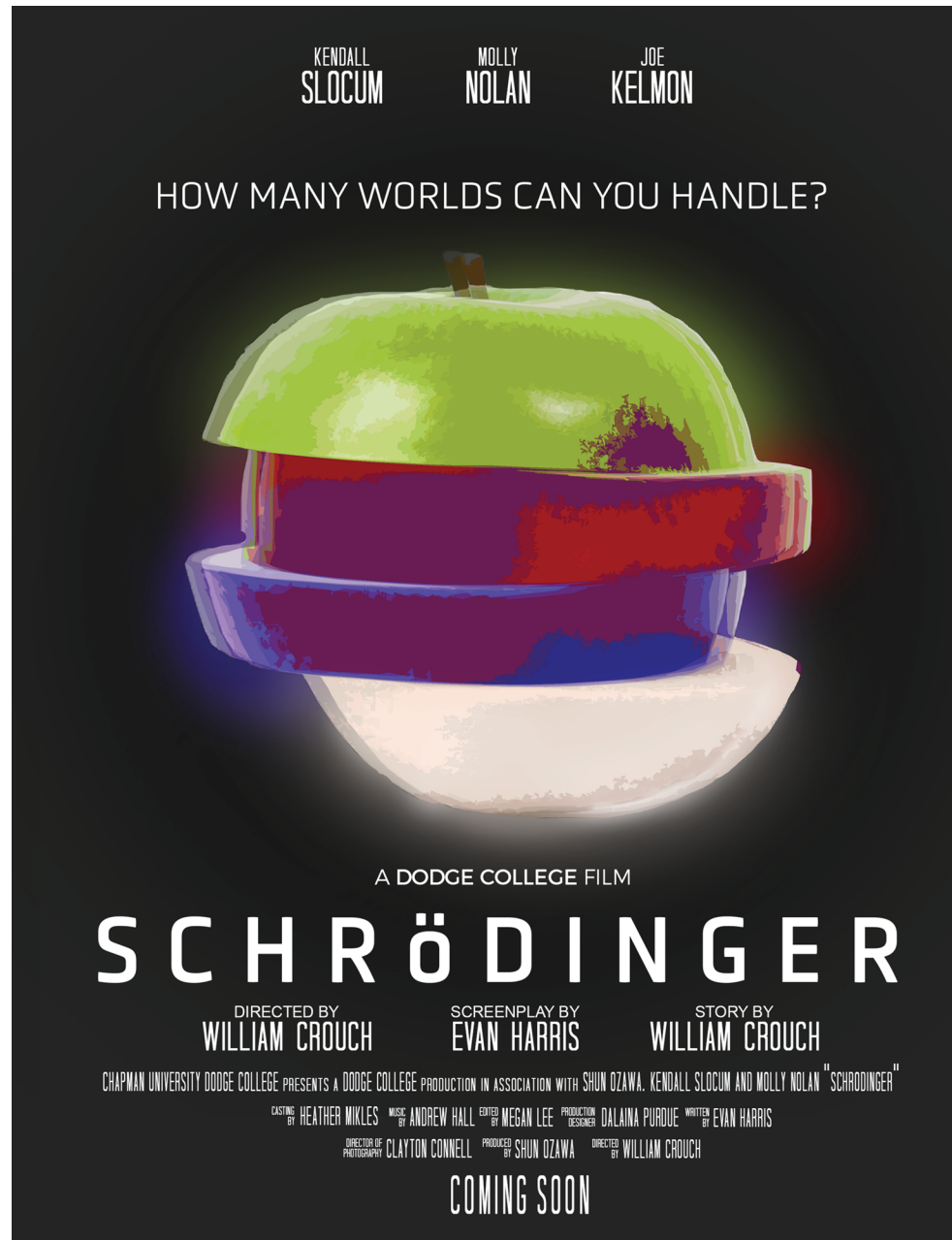
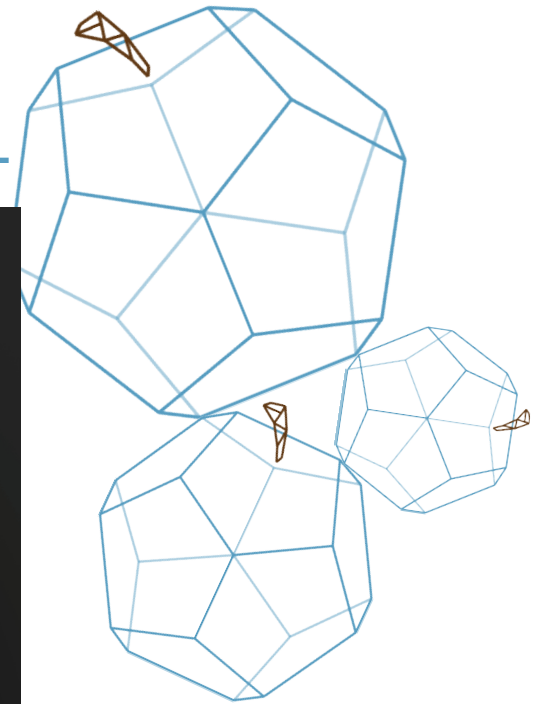


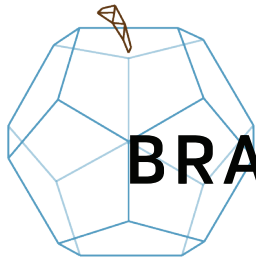
SCHRÖDINGER



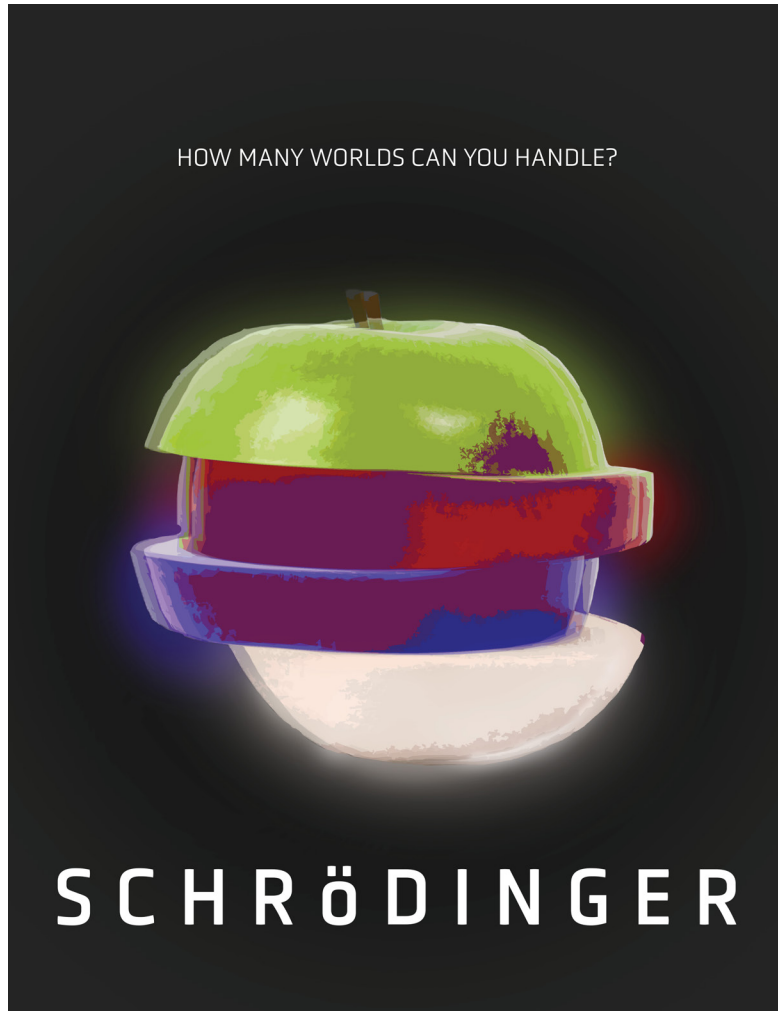


KEY ART/PÖSTER

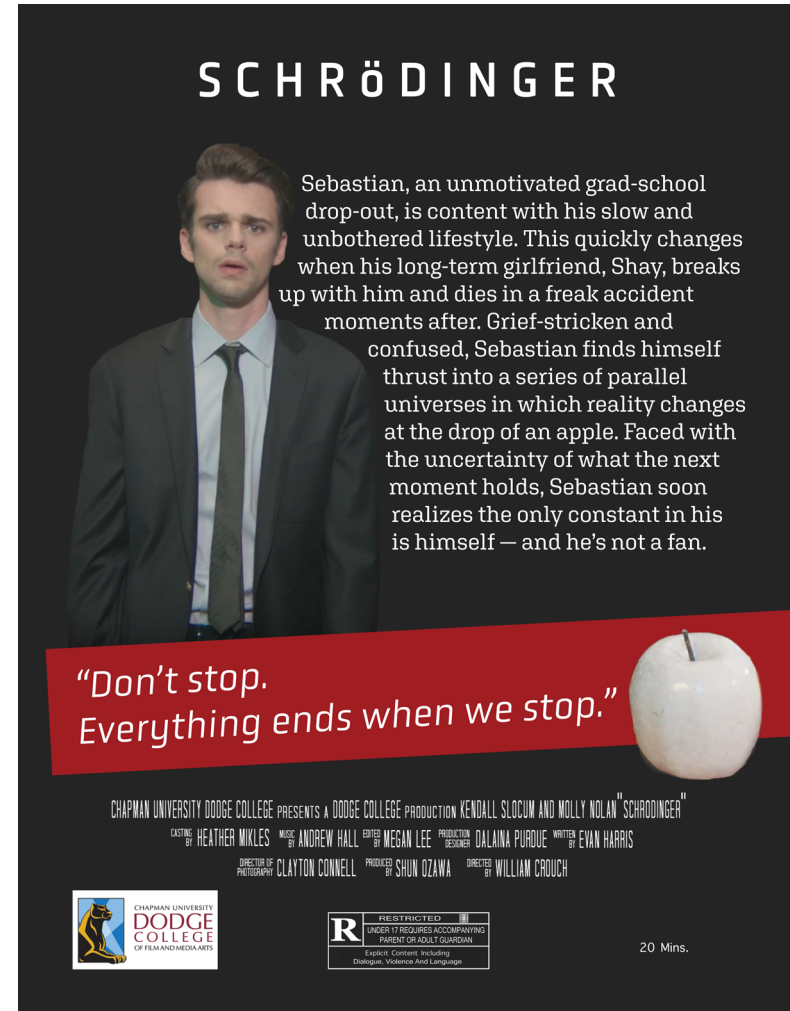




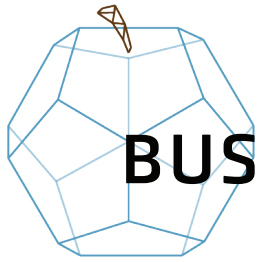
BRANDED DVD CASE



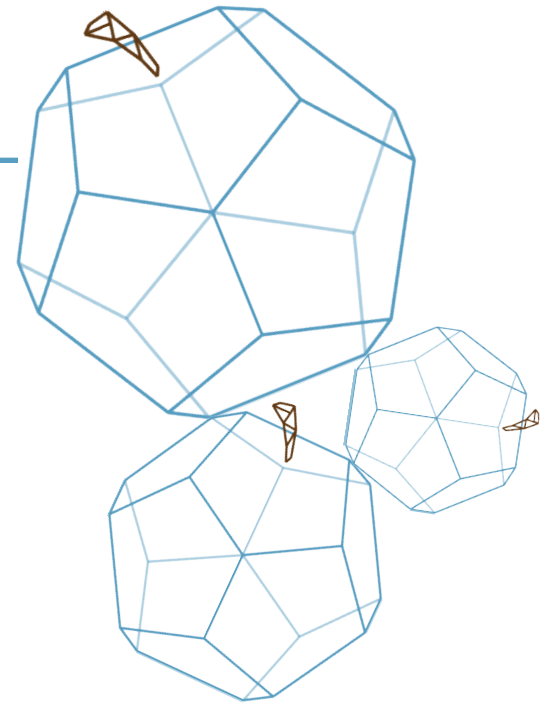
Front



Back



BUSINESS CARDS



SCHRÖDINGER

Shun Ozawa

Producer
Schrödinger
ozawa103@mail.chapman.edu
[909] 272-9507

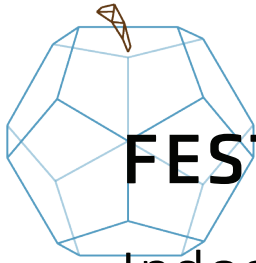


SCHRÖDINGER

William Crouch

Director
Schrödinger
crouc106@mail.chapman.edu
[650] 804-4478

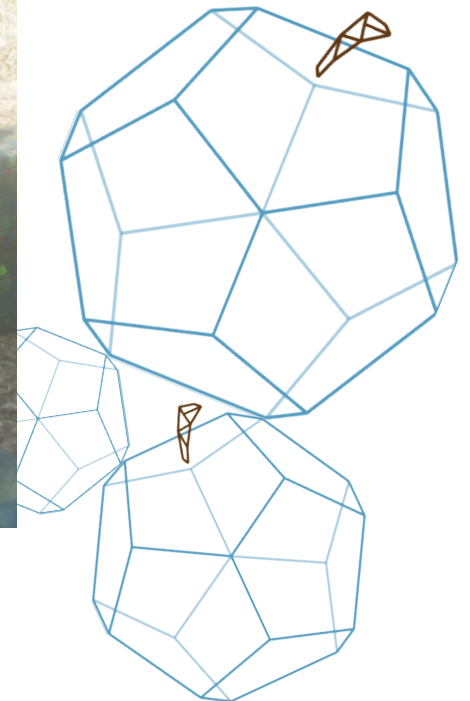




FESTIVAL PR

Indoor Lasertag Course

An outdoor laser tag course, based off of the film's paintball scene, will be placed in front of the film festivals' venues to introduce audiences to the film and urge them to see it during their time at the film festival. Participants will have the opportunity to purchase Schrödinger merch as well.





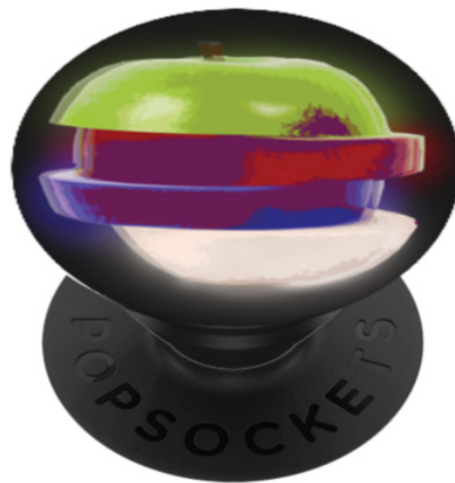
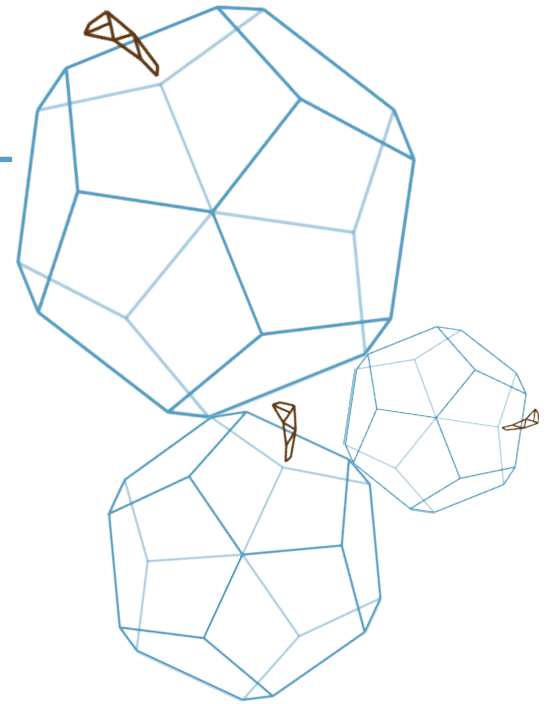
FESTIVAL MERCH



Long Sleeve Shirt



Baseball Hat



PopSocket



BTS PHOTOGRAPHY





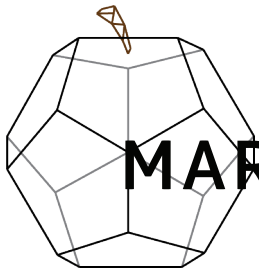


PHASE THREE

“Yöu knöw it’s över when we stöp.”

“What is?”

“Everything.”

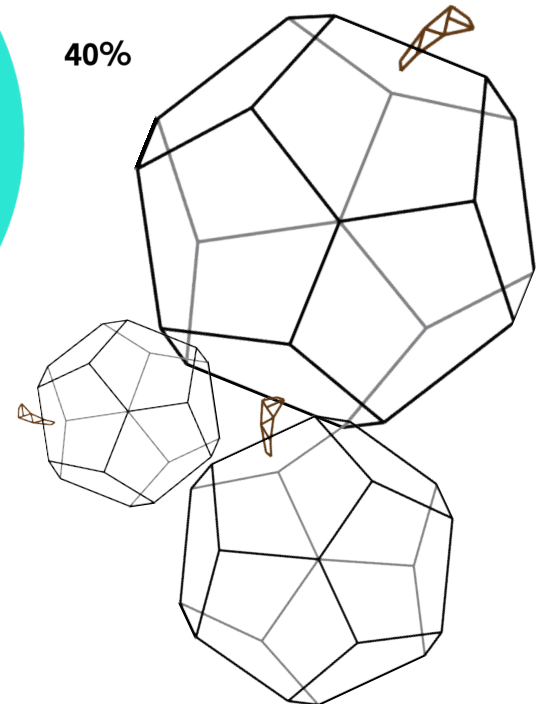
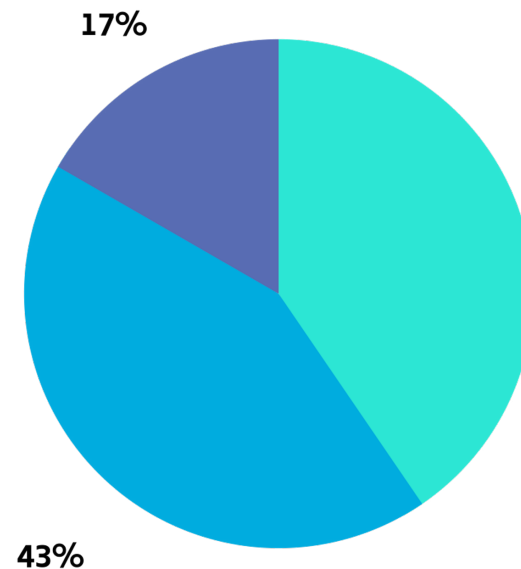


MARKET RESEARCH

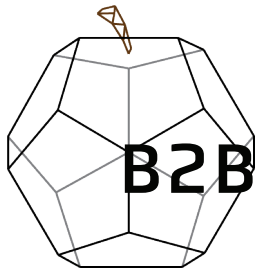
Which tagline would persuade you to see the movie described below?

The film is a science fiction drama that follows the story of a young man's mid-life crisis across several parallel timelines.

- What will become of your reality?
- How many worlds can you handle?
- Life can change at the drop of an apple.







B2B TARGETS

Warner Brothers Pictures

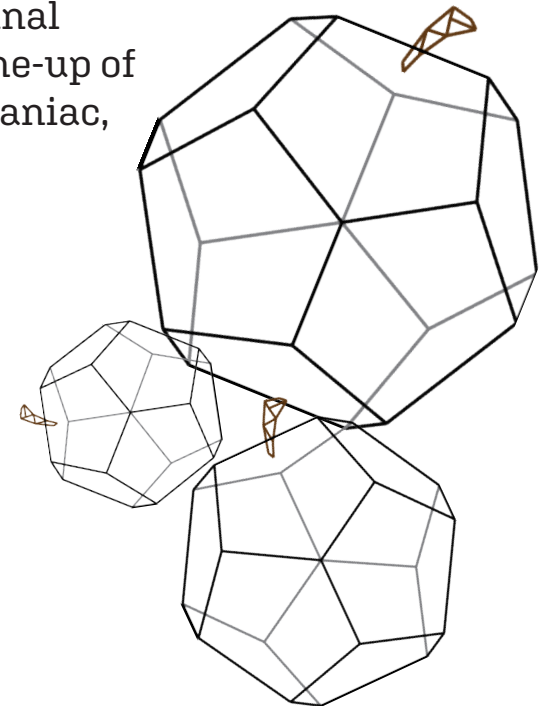
Warner Brothers Pictures is global leader in the entertainment industry known for movies like Ready Player One, the Matrix, and Inception. Based on its experience with producing science fiction and drama films, such as the ones already listed, Schrödinger would fit well in the Warner Brothers line-up. The company's success in both the international and domestic box office, also makes it a desirable distributor.

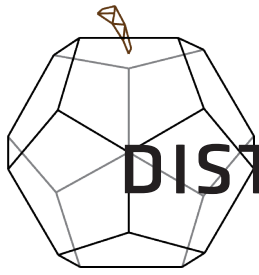
Netflix

Netflix is a subscription-based streaming service that, for most of its existence, was known for its vast selection of movies and TV shows. Within the last several years Netflix has dove head first into the business of producing its original video content. Although Netflix isn't a traditional film distributor, its line-up of science fiction and drama films and shows, such as Black Mirror and Maniac, make it a good fit for Schrödinger.

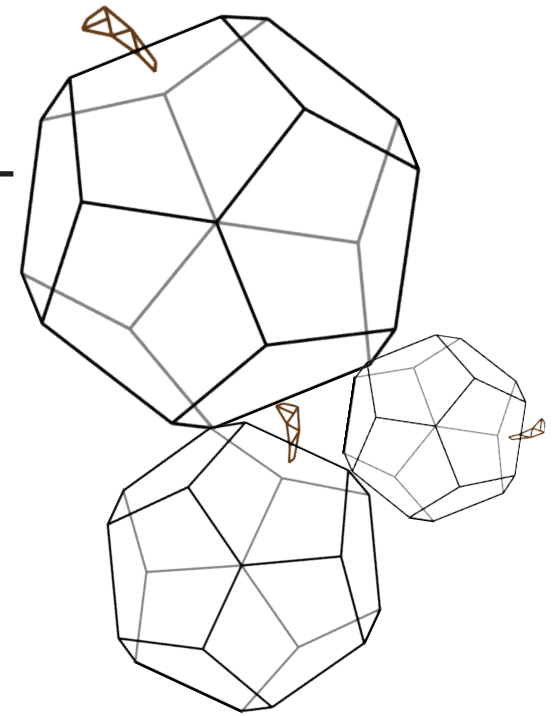
A24

A24 is an independent entertainment company known for films like Lady Bird and Ex Machina. A24's body of work includes unique and, oftentimes, experimental narratives which gives it an edge against the "Big 6" entertainment companies. Schrödinger's emotional and personal narrative allows it to transcend the sci-fi genre and fit well with A24's past work.





DISTRIBUTION STRATEGY



Opening Weekend

July 12- 14, 2019

Distribution Platform

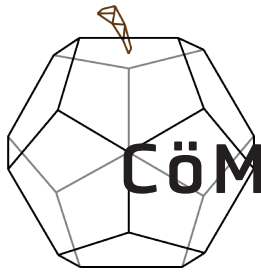
Theatrical

Strategy

Wide release

Rationale

Looking at the competitive environment of Schrödinger, there are several science fiction films coming out during summer 2019, however, there aren't any scheduled during July. Schrödinger will release wide because films in the science fiction genre generally draw large crowds and Schrödinger's unique storyline will especially intrigue that audience demographic. Schrödinger will open on 3,800 screens across the U.S. with a box office goal of \$25 million.



CÖMPETITIVE ENVIRÖNMENT



Hellboy
Genre: Fantasy/Action
Release Date: April 12, 2019
Distributor: Lionsgate



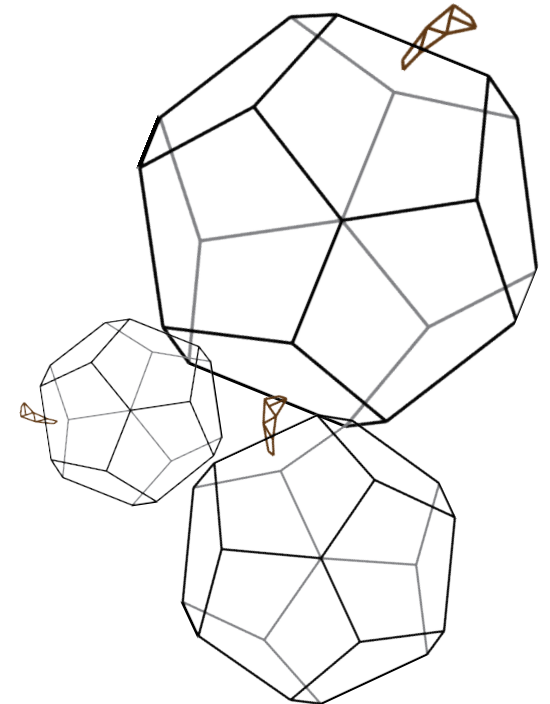
Avengers 4
Genre: Fantasy/Sci-Fi
Release Date: May 3, 2019
Distributor: Marvel Studios



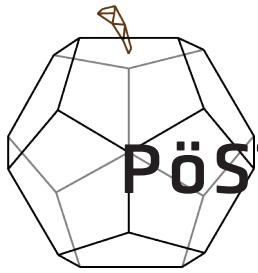
X-Men: Dark Pheonix
Genre: Sci-Fi/Action
Release Date: June 7, 2019
Distributor: Marvel Entertainment



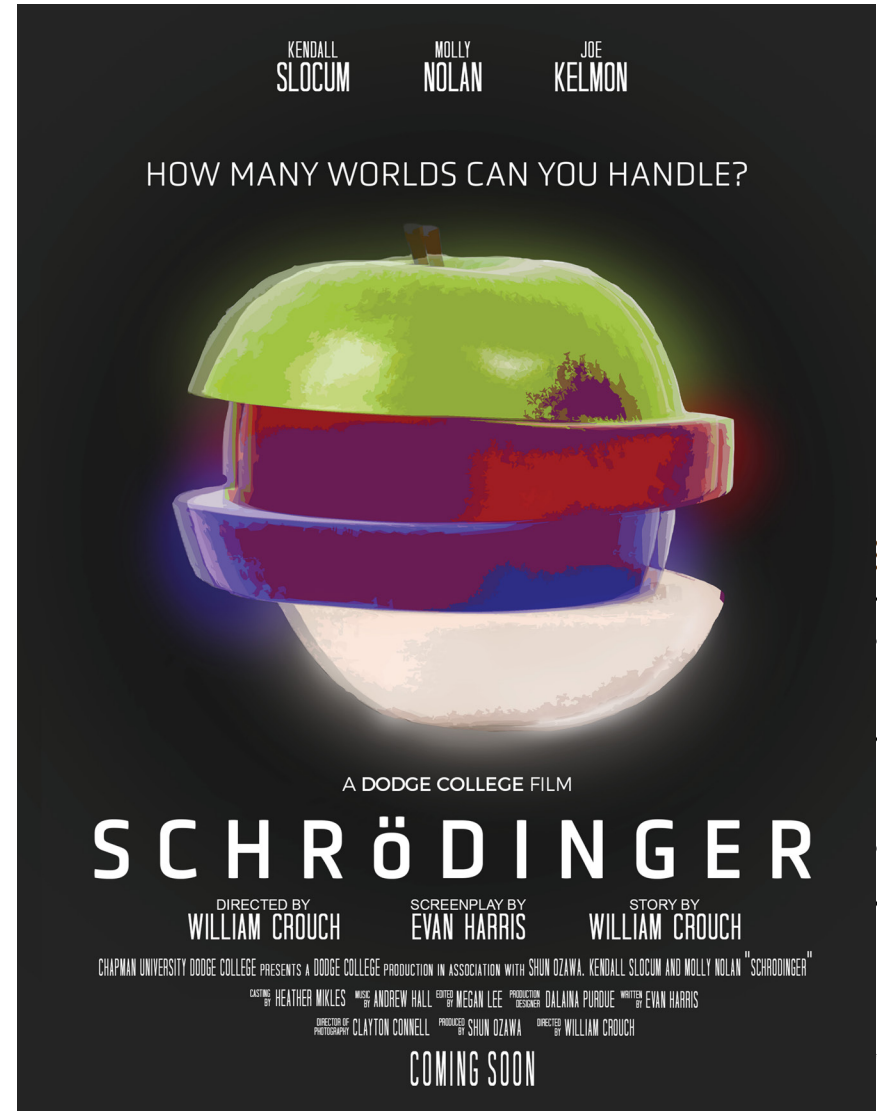
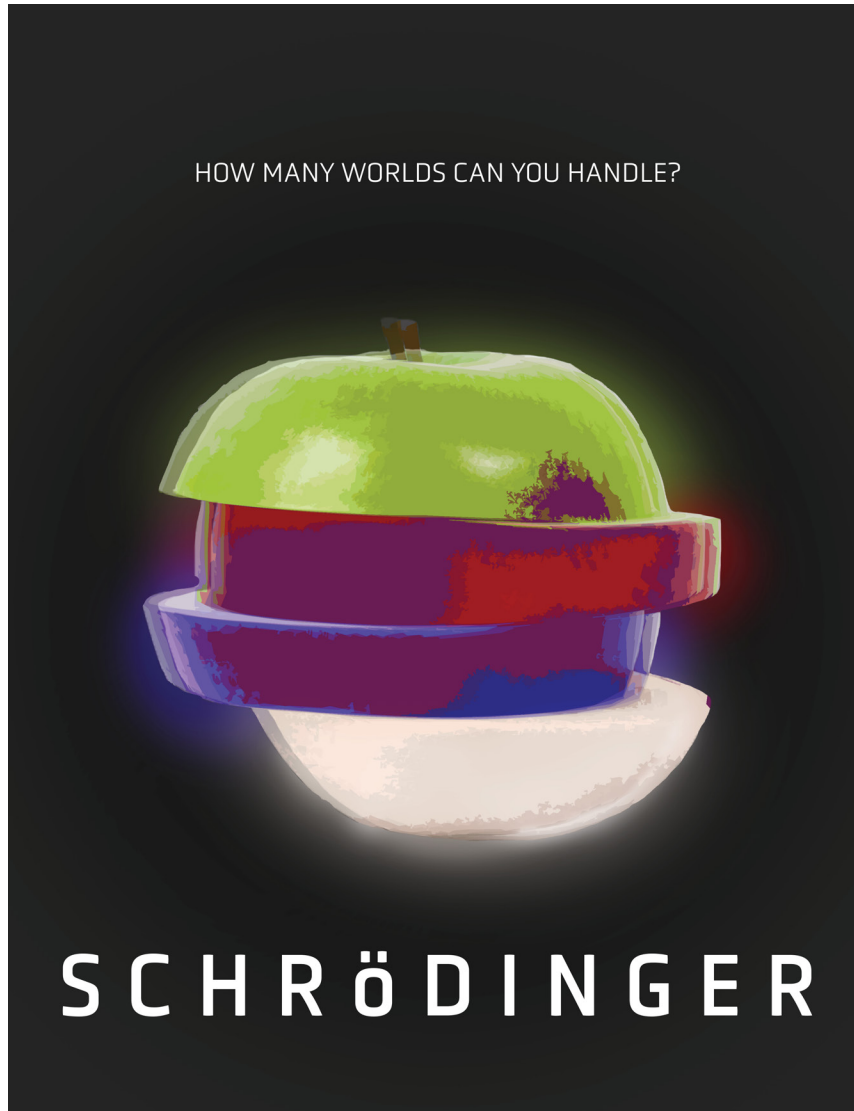
The New Mutants
Genre: Fantasy/Action
Release Date: August 2, 2019
Distributor: 20th Century Fox

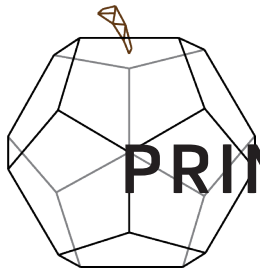




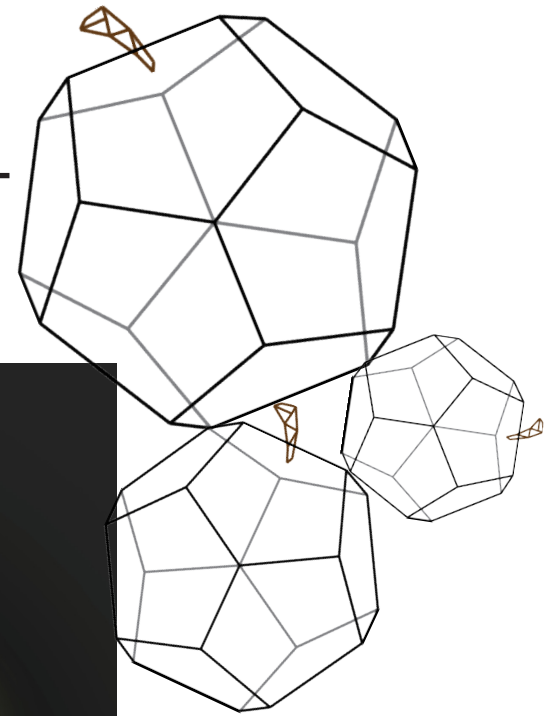


PÖSTERS





PRINT ADVERTISING



CLASSICGI Where The Past Comes Alive

PANZER DRAGON SAGA

THE SAD TALE OF THE SATURN'S LAST GREAT GAME

1998. It was a year like few others. It saw legendary game releases like Metal Gear Solid, The Legend of Zelda: Ocarina of Time, Resident Evil 2, StarCraft, Half-Life, Gran Turismo, and Pokémon Red and Blue, to name just a few. But there was one game that received high critical acclaim, yet was experienced by a disproportionate few. Panzer Dragoon Saga was an RPG based off an established shooter franchise. Free of the tired "amnesiac saves humanity" plotline that still plagues modern RPGs, Sega's dusty post-apocalyptic world and exotic visuals were a fresh spin on the genre. With the game's 10-year anniversary soon approaching, what would be a better time to look back on one of the greatest games ever crafted by human hands?

The Series

The original Panzer Dragoon launched in May of 1995 alongside Sega's Saturn system. It was the first title developed by Sega's internal development team called Team Andromeda, so named because Sega, in its quirky eccentricity, had asked its teams to name themselves after constellations that began with an "A". Originally, the team was only around 15 people, but it grew in size and eventually split to start development on two separate games. The first would be a direct sequel called Panzer Dragoon Zwei, which hit store shelves in 1996 to some moderate success. The second was a spinoff RPG that would explore the series' universe more fully, and would eventually be called Panzer Dragoon Saga.

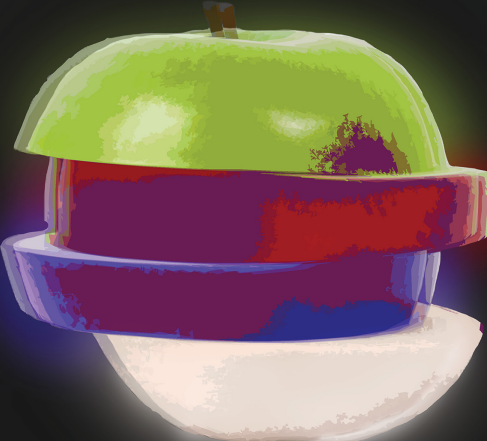
BONUS FACT
Panzer Dragoon Saga had twice the number of polygons as the most complex entry in the series (Zwei), and kept on going to finish development.

The opening cinematic for Saga is about 18 minutes long, which was especially impressive at the time.

The Story

Saga delved further into the Panzer Dragoon fiction than either of the games before it. The somewhat bleak world of Panzer Dragoon saw its inhabitants fighting over ancient artifacts left over from an extinct civilization simply referred to as the "Ancients." Some of these artifacts were dark, obelisk-like "Towers" scattered across the world by the Ancients in order to control the environment and limit the human population. Some faction of their society wanted these "Towers" destroyed and created Dragons – mutated biological weapons – thereby starting a war that eventually annihilated their society. Players control a character named Edge, an imperial soldier who lived thousands of years after the Ancients. During an excavation disaster, Edge finds a cryogenically frozen woman named Ael who seems to have some ties to the Ancients. Edge quickly falls in line with a Dragon, which thrusts him into the battle against the Towers: a war that outlived its wagers. Edge must then struggle to unravel the secrets of the mysterious woman Ael and make some weighty decisions that will change the face of the planet.

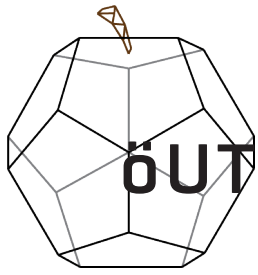
HOW MANY WORLDS CAN YOU HANDLE?



SCHRÖDINGER

JULY 2019

Full page print ad in *Game Informer* magazine.



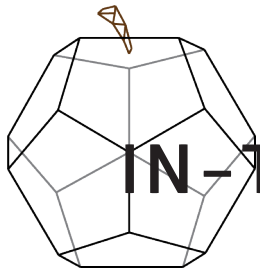
OUTDÖÖR ADVERTISING

Billboard over the 405 freeway in Los Angeles.

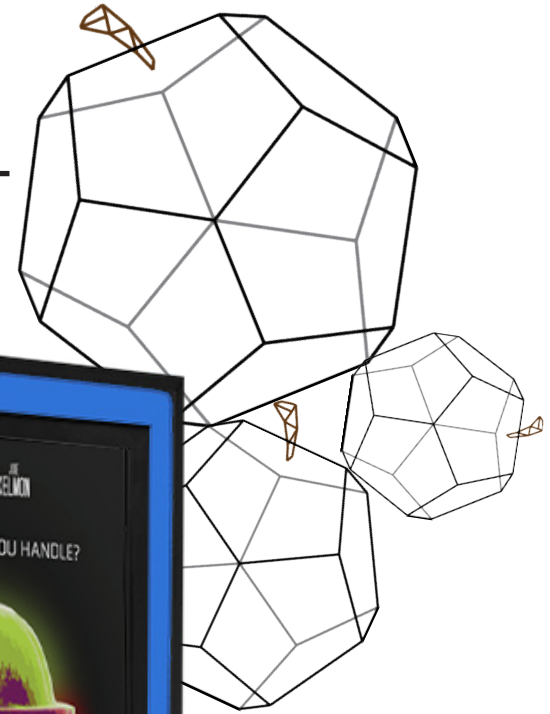


Bus shelter advertisement to be placed in Los Angeles, Atlanta, New York, Chicago, and Vancouver, Canada .





IN-THEATER ADVERTISING

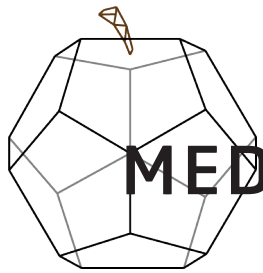


Theater standee

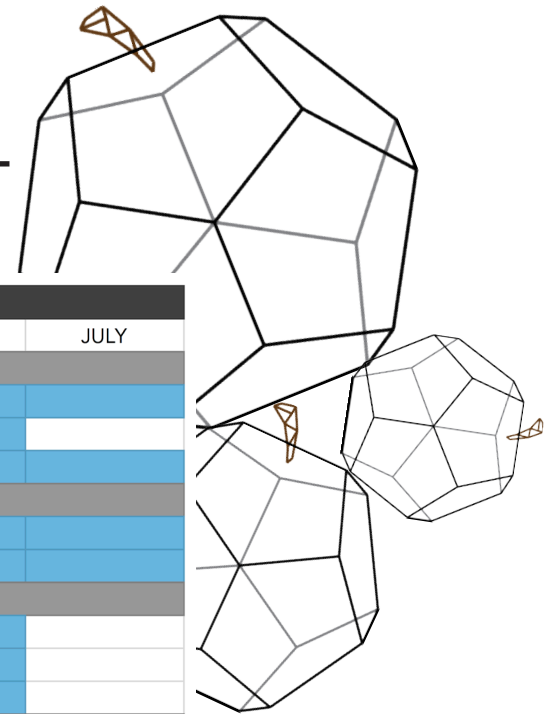


Theater marquee

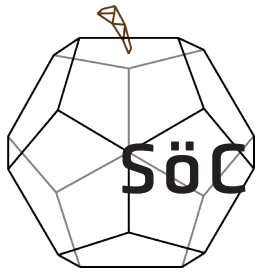




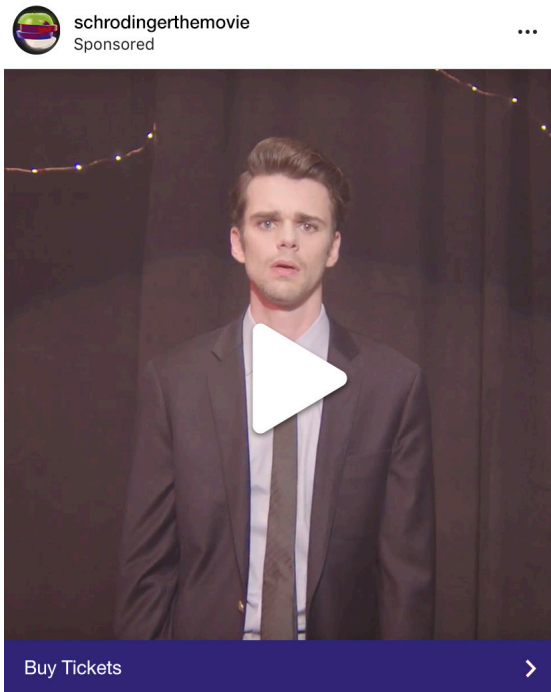
MEDIA STRATEGY



	2019						
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
In Theater							
Standees							
Trailers							
Posters + Marquees							
Outdoor							
Billboards							
Bus Shelters							
Magazines							
Game Informer							
SciFi Magazine							
Asimov's Science Fiction							
Streaming							
Netflix trailer							
Amazon Prime banner							
Digital							
Youtube trailer							
IMDb landing page							
Metacritic landing page banner							
Snapchat filter							
Instagram ads							
Shrödinger website							
Shrödinger Instagram + Facebook							
Angry Orchard Hard Cider website							
Promotions							
Sponsored Overwatch skin for Tracer							
LootCrate takeover							
PR							
Publicity stunts							
Premieres							
Panel at Comic Con							
Panel at SXSW							
Guerilla marketing at SXSW							
Guerilla marketing at Comic Con							



SÖCIAL MEDIA



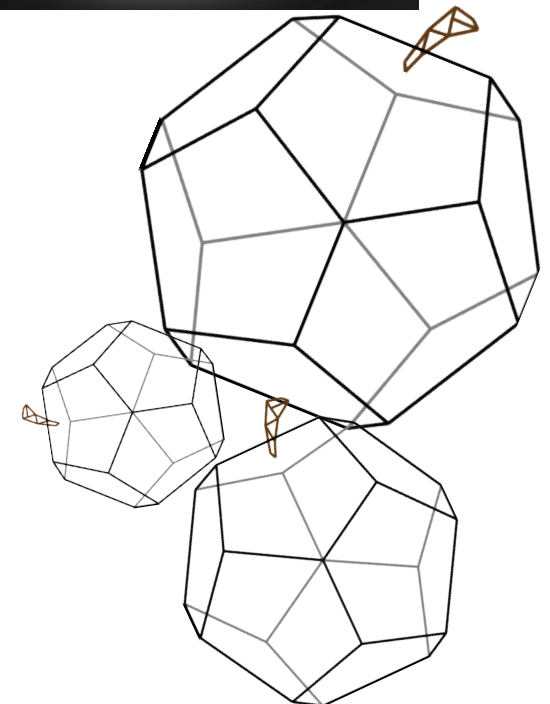
117,057 views

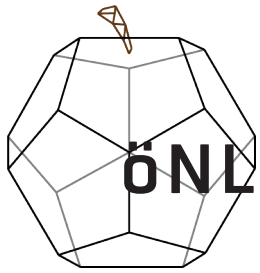
schrodingerthemovie Schrodinger hits theaters this weekend!!
Have you bought your tickets yet?

Sponsored Instagram
ad



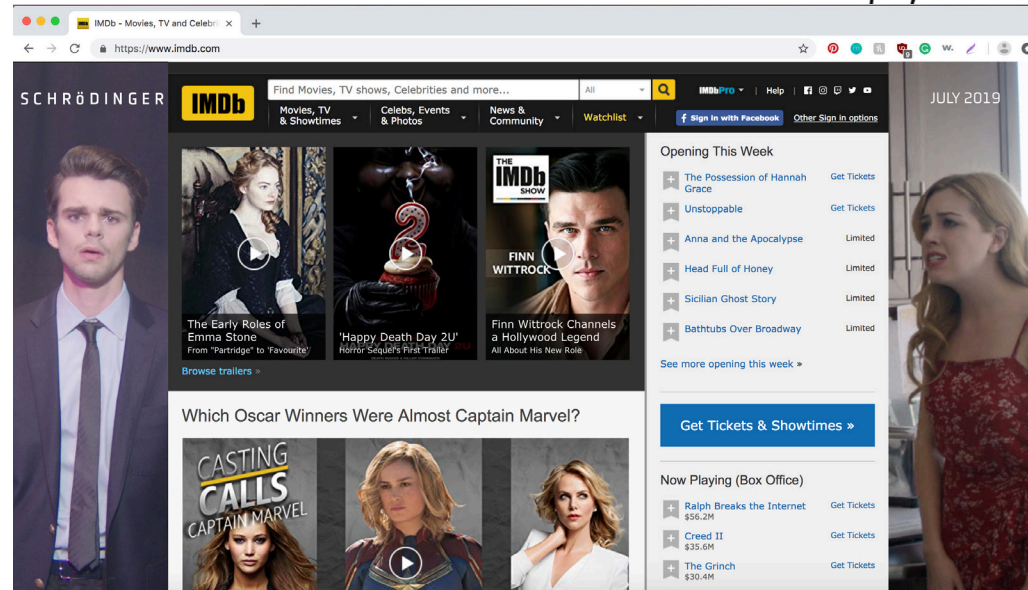
Unlockable sponsored
Snapchat filter



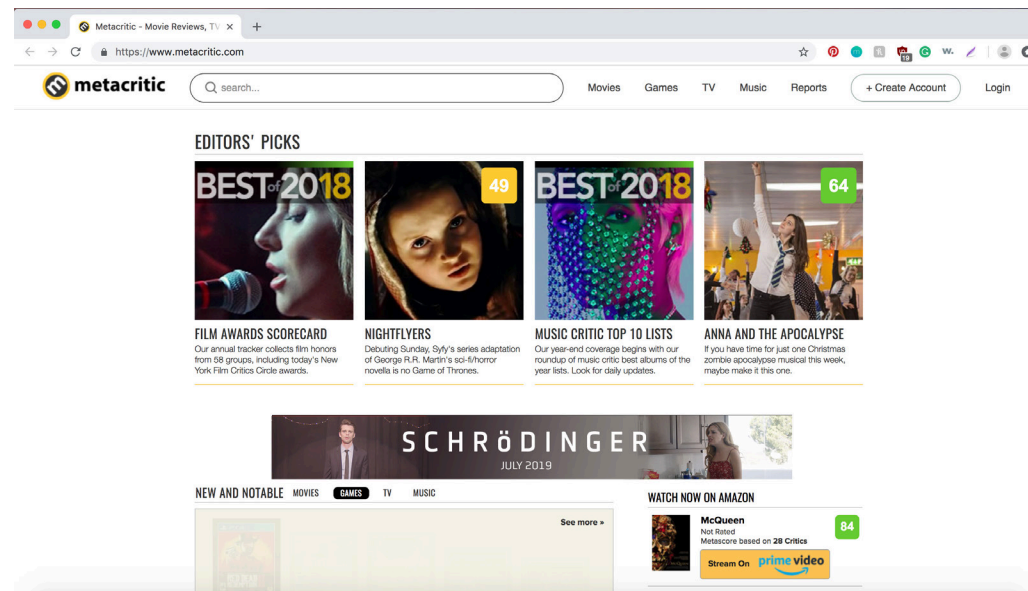


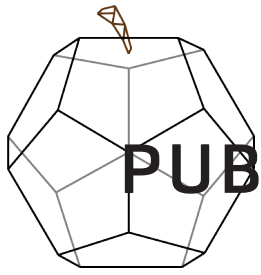
ONLINE ADVERTISING

IMDb landing page advertisement



Metacritic landing page advertisement





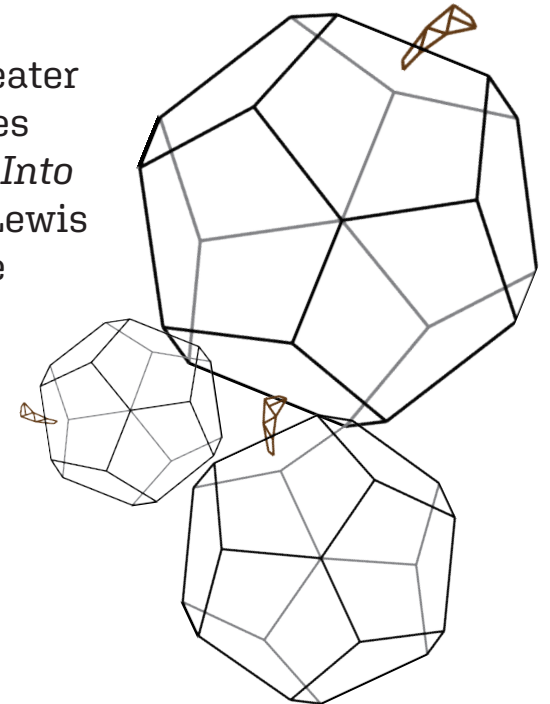
PUBLICITY

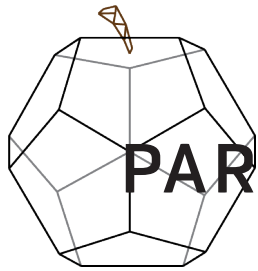
Press Junkets + Panels

Two press junkets and panels will be held during both Comic Con in San Diego, California (July) and SXSW in Austin, Texas (March) to attract attention before and during Schrödinger's run in theaters. The junkets and panels will feature the film's key actors, Kendall Slocum and Molly Nolan, as well as its director, producer and writer. Audiences attending the panels will have an opportunity to ask the actors and film makers questions and see some BTS content. Journalists and bloggers attending the press junkets will be provided similar BTS content, in addition to Q&A time.

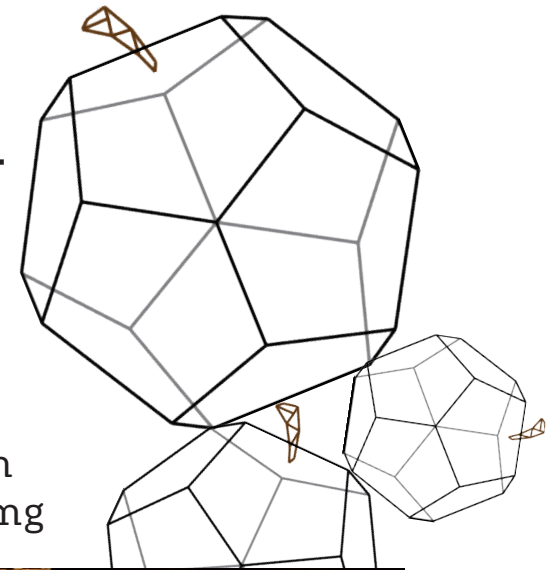
Premieres

The premiere of Schrödinger will take place in Los Angeles at the Fox Theater in Westwood Village. This theater boasts a history of iconic film premieres including *A Star is Born*, the *Harry Potter* series, *Venom*, and *Spider-Man: Into the Spider-Verse*. Built in 1930, the theater was designed by Percy Parke Lewis and gained the reputation as a leader in Hollywood film premieres by the 1950s.





PARTNERSHIPS + STUNTS



Schrödinger x Angry Orchard Hard Cider

Angry Orchard is a hard cider brand with cider flavors ranging from green apple to rose. Our partnership with Angry Orchard will help us reach Schrödinger's target demographics and highlight the film's recurring apple symbol. Angry Orchard will promote the film on their official website and social media channels.

Schrödinger x Angry Orchard Pop-Up Bar

In recent years brands and TV shows have started utilizing "pop-up" bars to engage consumers and generate positive word-of-mouth. Our Angry Orchard pop-up bars will take place throughout May, June, and July in Los Angeles and New York City leading up to Schrödinger's opening weekend. The menu will feature four drinks using different Angry Orchard beverages and utilizing Schrödinger's key colors (green, red, blue, and white).





PRÖMÖTIÖNS



LootCrate Takeover

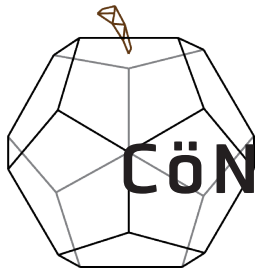
During June 2019, Schrödinger will takeover LootCrate, a pop culture subscription box for “geeks and gamers.” Schrödinger swag will be sent out to LootCrate’s 600,000 monthly subscribers. The box will include a Schrödinger poster, hat, shirt, and a code for the limited edition Overwatch skin.

Limited Edition Tracer Overwatch x Schrödinger skin

Throughout May, June and July, consumers can purchase a limited edition Schrödinger skin for the Overwatch character Tracer. Tracer’s ability to time travel and hop through space makes her the perfect Hero to wear the Schrödinger colors.







CÖNSUMER PRÖDUCTS



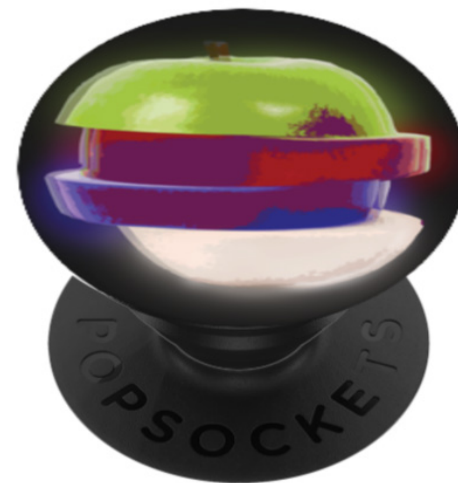
Long Sleeve Shirt



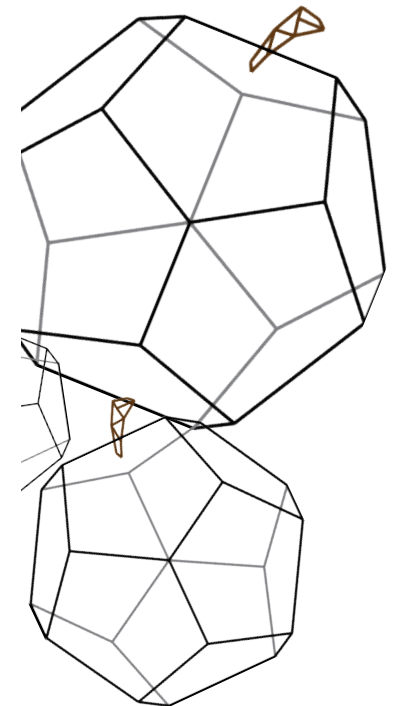
Baseball Hat

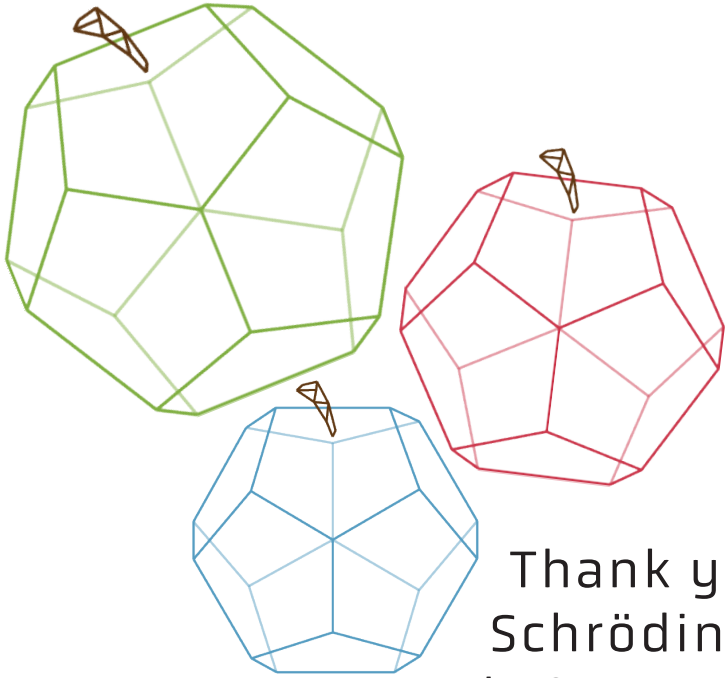


Quote Mug



PopSocket





Thank you to the cast and crew of
Schrödinger for welcoming me into
their creative project. I enjoyed being
a small part of the process

FIN

