

## GSCA Awards Submission Worksheet

The following questions appear on the online submission form for GSCA's awards. We recommend you consider your answers to the following questions and type them out so you can copy and paste them into the online form. Please note that formatting does not translate once the form is submitted, so please do not use bold, italics, or special character formatting such as bullet point or numbered lists.

Please select which category you are entering.

- Best Film Launch by a Theater  
 Best Film Launch by a Distributor  
 Best Theater Marketing Campaign

### 1. Title of Film Launched

Extreme Weather 3D

### 2. Institution and/or Theater Name (Best Theater Marketing Campaign and Best Film Launch by a Theater) or Distributor Name (for Best Film Launch by a Distributor)

Denver Museum of Nature & Science, Phipps IMAX Theater

### 3. Contact person (the person we will contact with questions and notification about the entry):

Sarah Young, Marketing Manager

### 4. Contact's E-mail address:

sarah.young@dmns.org

### 5. Marketing Team (The team responsible for this program. Please include names and e-mail addresses.)

Amanda Bennett, [amanda.bennett@dmns.org](mailto:amanda.bennett@dmns.org)

Sarah Young, [sarah.young@dmns.org](mailto:sarah.young@dmns.org)

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### 6. Marketing plan:

Describe the context, goals, strategies and tactics involved in planning this program. For context, please include the size of your market and your budget, including in-kind sponsorships, as this will be taken into consideration when comparing campaigns from different-sized markets. Please limit your response to no more than 600 words, which is about 2,700 characters.

This section represents 20% of the judging:

2% = Context: market size, advertising/promotion budget including in-kind sponsorships

6% = Goals: Attendance, targeting new audiences, integration with museum or community programs, etc.

12% = Strategies and tactics: What is the BIG idea?

In order to launch our 1<sup>st</sup> film of 2017, *Extreme Weather 3D*, we set out to do things a little differently. Our IMAX film media buys typically include mass-reach vehicles and out of home placement, but with the grant funds graciously awarded to us by National Geographic, we were able to think outside the box for this launch in terms of media mix and strategy. Additionally,

since the film launched as a standalone – without the help of a temporary exhibition opening simultaneously – we had a clean slate in the market from which to start. In a market of over 3 million people, with a focused metro area of 700,000 residents, spending our media dollars strategically and incredibly effectively became our priority. We needed to garner as many targeted impressions as we can with a relatively small budget: \$28,700 on paid media, excluding costs of printing and production

Our final marketing plan included a mix of paid social via Facebook, Instagram, and Twitter; on-site promotions, including digital and printed media; Total Traffic Network (:10 and :15) and weather.com (desktop and mobile) sponsorships; and hosting the Tornado Intercept Vehicle (TIV) in the front of the Museum for 3 weeks, with a special appearance from Sean Casey upon TIV drop off.

As always, our goals are to increase paid attendance and admission revenue for all films. With our media buy, we knew we'd be able to hit a new target beyond our evergreen Museum target: adults 25-49, families with kids under 12, HHI of \$60k, college+, in a radius of 90 miles from the Museum, with a new focus on hyper-targeting our local Latino communities. With all new launches, DMNS relied heavily on front-loading the media plan as our key strategy to jump starting a campaign. This allowed us a really heavy presence in the market right out of the gates and gave us good momentum throughout the campaign.

Our IMAX integration with Museum programs always incorporate our school groups. These groups are a great place to start with incorporating a Museum experience with something a little extra. Additionally, film promotion is always included in our member e-news, marketing e-news, *Catalyst* (our quarterly member magazine), membership acquisition mailers and calendar of events.

## **7. Implementation:**

Describe how you implemented the following elements in your campaign: public relations, promotions, advertising, social media, collateral materials, and other elements. Judging in this section is based on creativity and quality of execution. Please limit your response to no more than 600 words, which is about 2,700 characters.

This section represents 60% of the judging:

10% = Public Relations: Other than a press release, what was different?

10% = Promotions: What was the BIG idea? Did you involve community participants?

10% = Advertising: budget, mediums, samples of creative

10% = Social Media: include metrics and screen shots

10% = Collateral Materials: samples

10% = other elements: speakers, community tie-ins, etc.

Beginning with paid media in the market on opening day, January 13, we launched the campaign with out of home, social media, and weather and traffic sponsorships. These mass-reach vehicles really gave us a strong kick off to the paid media campaign. Additionally, rack cards went on display at 25+ visitors' centers, hotels, malls, etc. around the state of Colorado. All our on-site promotion, including the exterior building banner and posters through the Museum, also changed out on opening day. Please see PDF for supplemental images and examples of promotion, on- and off-site.

Our informal promotion began with the arrival of the TIV at the Museum. Sean Casey, star of *Extreme Weather 3D*, drove the TIV from Kansas to Colorado to park in our parking lot for 3 weeks. The TIV rolled up to the Museum on February 12 to much fanfare. We had dozens of photos posted to our Facebook page of the TIV on the highway en route to us, which helped get really great organic coverage. The official TIV post the Museum did garnered the single greatest organic reach and engagement of any other organic post to our page: 344,761 impressions and 20,700 post engagements between Twitter and Facebook. Additionally, the *Extreme Weather 3D* page was the 4<sup>th</sup> highest visited page after our homepage, current exhibitions, and *Vikings: Beyond the Legend* (our temporary exhibition running simultaneously).

Our PR strategy didn't deviate very much from our normal initiatives: press releases, media releases, and invitations for media to screen the film. We did, however, extend an invitation to just under 100 recipients to attend a private screening planned for media, first responders and local air and atmospheric organizations (e.g. National Oceanic and Atmospheric Administration and National Center for Atmospheric Research, etc.) to involve the communities of those featured in the film to experience it firsthand.

Each year, the Denver Museum of Nature & Science hosts an Educators Night, inviting teachers and educators from around the state, focusing on our 7 Denver metro counties, to come to the Museum for free and preview our films, exhibitions, and on- and off-site programming offerings, where we were able to preview and play a behind-the-scenes clip from *Extreme Weather 3D*. Our attendance at the 2017 Spring Educator's Night reached over 2,900.

We were also fortunate enough to have National Geographic send a geo-targeted e-blast on our behalf to 45,000 Colorado affiliates (as shown in PDF) with an incredible open rate and click through rate.

## 8. Measurement of Outcome

Describe the impact of the launch and how the results correlate to the campaign's goals. Include quantifiable results, such as attendance, box office, visibility, impressions, new audiences reached, etc. Please limit your response to no more than 600 words, which is about 2,700 characters. This section represents 20% of the judging and is mandatory for consideration in the judging process.

Overall, during the run of the film, *Extreme Weather 3D* performed **28% stronger** than our average attendance for IMAX films and brought in a total of **\$352,093 in additional revenue** for the Museum. All paid, organic, rack card distribution, promotions, PR, and community outreach totaled over **3 million impressions** throughout the run of the film. It was the 2<sup>nd</sup> strongest IMAX launch at the Denver Museum of Nature & Science we've had in the last 5 years.

Our social media campaign and organic posts were an incredible secondary reach vehicle. Our paid social media efforts totaled nearly 280,000 impressions reach with **a return on ad spend of 7.5x**. Posting the image of the TIV on the front pad of the Museum resulted in one of the most successful organic Facebook and Twitter posts we've ever had: **344,761 impressions and 20,700 post engagements between Twitter and Facebook**. The e-blast, sent via National Geographic, had an incredible open rate of 37% and click through rate of 3.67%.

In addition to great paid media, our visibility at the museum, from the moment you see the building to your ticketing experience, elevator rides, to eating lunch in our café, *Extreme Weather 3D* helped immensely in building awareness and capturing Museum visitors.

**9. Most successful part of your campaign.**

Please share with us in 300 words or fewer what you felt was the most successful part of your entire campaign.

This campaign was incredibly successful, both to great outreach into our evergreen Museum target and with organic reach to folks who had potentially never been to an IMAX film before. The most successful portion of our campaign was our community outreach. Between the TIV posts on Facebook and Twitter, Educator's Night – which then drove school groups to see the film – and our outreach to the first responder and environmental groups, we really made great touchpoints with the community and with those who resonated directly with the message of the film. While our paid media efforts drove the bulk of impressions, the targeted outreach really drove our revenue and admissions. Making a genuine connection with visitors who are interested in the information makes for such a great match.