

# 2005 AWARD WINNERS



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**Special Achievement in Film, Best Cinematography, Best Soundtrack, Best Marketing Campaign by a Distributor**

## **MYSTERY OF THE NILE**

Produced by MacGillivray Freeman Films (MFF) and Orbita Max. Distributed by MFF Distribution Company. Greg MacGillivray, producer. Pictured at far left are Jordi Llompарт (Orbita Max) and Greg MacGillivray (MFF). Pictured at left is MFF's director of marketing Alice Casbara with Emlyn Koster.

**Best Film Produced Non-exclusively for Giant Screen Theaters**  
**HARRY POTTER AND THE PRISONER OF AZKABAN: THE IMAX EXPERIENCE**

**Best Marketing Campaign by a Distributor**  
**THE POLAR EXPRESS: AN IMAX 3D EXPERIENCE**

*Harry Potter* is produced and distributed by Warner Bros. Pictures. *The Polar Express* is a Playtone/ImageMovers/Golden Mean production of a Robert Zemeckis Film, presented by Castle Rock Entertainment in association with Shangri-La Entertainment, distributed by Warner Bros. Pictured (right) are IMAX Corporation's Thomas Wyss and Christine Heinrichs with Emlyn Koster.



**Big Idea Winner**  
**GATEWAY IMAX THEATRE, DURBAN, SOUTH AFRICA, FOR STRAIGHT UP! HELICOPTERS IN ACTION**

Pictured (left) are Mel Miller and Leanne Jefferies with Emlyn Koster.

**Best Film Launch by a Theater**

**ONTARIO SCIENCE CENTRE FOR FORCES OF NATURE: NATURAL DISASTERS**

Pictured (right) is Ontario Science Centre's Glenn Shaver with Emlyn Koster.

The Giant Screen Theater Association presented its final Achievement Awards for film, marketing, and lifelong learning at the 2005 International Conference in Boston. IMAX Corporation also presented two awards, and Kunihiro Fujimoto, the first IMAX projectionist, was recognized for his dedicated service to the industry. Congratulations to all of the winners.



**Best Film Produced Exclusively for Giant Screen Theaters and Best Film for Learning**

**FORCES OF NATURE: NATURAL DISASTERS**

Produced by Graphic Films Corporation and National Geographic Television and Film. Distributed by Destination Cinema, Inc. Pictured (left) are Sean Casey and Paul Novros of Graphic Films and Erica Immucci of National Geographic.

**Best Booth Award (Presented by IMAX Corporation)**

**HENRY FORD MUSEUM**

Accepting the award (right) is projection manager Ron Bartsch.



**Special Recognition KUNIHICO FUJIMOTO**

Kunihiro Fujimoto became the first IMAX projectionist when he operated the projector at the 1970 Expo in Osaka, Japan, and he has been running them ever since. Currently, he is the chief projectionist at Osaka's Suntory Museum.



**Hall of Fame Award (Presented by IMAX Corporation) FIRES OF KUWAIT**

Pictured (left) with Emyln Koster is director David Douglas.



**Big Idea Winner CELEBRATION CINEMA, GRAND RAPIDS, MICHIGAN, FOR THE POLAR EXPRESS: THE IMAX 3D EXPERIENCE**

Pictured (right) with Emyln Koster are Emily and John Loeks of Celebration Cinema.





# 2005 AWARD WINNERS

## BEST MARKETING CAMPAIGN BY A DISTRIBUTOR MACGILLIVRAY FREEMAN FILMS MYSTERY OF THE NILE

**M**acGillivray Freeman Films laid the groundwork for the *Mystery of the Nile* marketing campaign early, and exhibitors were hooked from the start. Theaters received weekly e-mail expedition team updates from the start of the historic adventure in December 2003 until its successful conclusion in April 2004. Expedition updates also were posted on the film's Web site. Well in advance of its release, MacGillivray kept the film top of mind by securing national press coverage of the expedition on NBC's *Today* and *Nightly News with Tom Brokaw*; in *Outside*, *National Geographic Adventure*, and *Paddler* magazines; and on National Public Radio. Advance media coverage resulted in more than 40 million impressions by May 2004.

To help theaters promote the film, the MacGillivray team put together a comprehensive guide that provided in-depth information and suggestions on how to market the film, including a list of creative marketing hooks. The guide included tips on publicity, advertising, group sales, educational programs, marketing strategies, local sponsorship ideas, national and local promotions, and film launch ideas, as well as information on booking the film talent for speaking engagements. In-theater materials included an electronic press kit that contained broadcast quality sequences from the film,

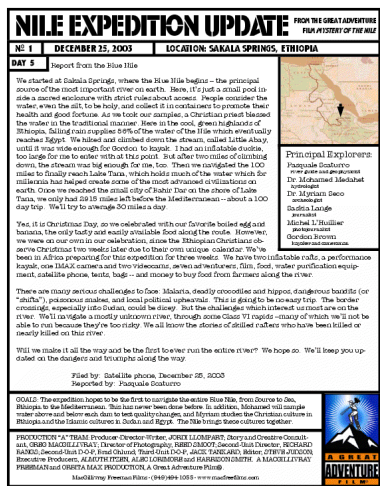
interviews, and B-roll footage. Trailers, TV and radio spots, posters, press kit jackets, rack cards, invitations, images on CD, and an educator's guide also were provided.

**Weekly expedition team updates sent to theaters and posted on the film's Web site laid the groundwork for marketing *Mystery of the Nile*, piquing interest well before the film was released.**

A companion book chronicling the expedition, written by expedition leader Pasquale Scaturro and film advisor and award-winning writer Richard Bangs, was released in conjunction with the film opening. MacGillivray and book publisher Putnam coordinated a North American promotional tour that included national and local publicity and appearances in major markets. Scaturro traveled to 15 IMAX theater markets, hosting in-theater slide presentations, book signings, and media interviews. Putnam coordinated national promotions with Barnes & Noble, B. Dalton, and Borders bookstores. In Denver, where Scaturro lives, the book even made it to number four on the *Denver Post* bestseller list.

Film promotional partners proved invaluable in marketing the film to a wide audience and in creating regional and local promotional opportunities. Adventure travel company Mountain Travel Sobek developed a *Mystery of the Nile* trip that was promoted, along with the film, in its catalogue, at retail locations, and on its Web site. In addition to providing footwear for the expedition crew, international shoe company Teva devoted space to the film in consumer and dealer catalogs, inserted film promotion postcards in shoeboxes, promoted the film in its Web site, offered product giveaways, and provided assistance in local theater promotions. In an advertising campaign valued at \$600,000 (US), Teva included a *Mystery of the Nile* tagline in its magazine ads. Eureka tent company and outdoor apparel experts Ex Officio, which both provided gear for the expedition, also featured the film in their catalogs and promoted it in retail locations. All of the promotional partners worked with MacGillivray to develop an enter-to-win sweepstakes contest, with one winner receiving a trip for two on a *Mystery of the Nile* adventure valued at \$10,000.

The GSTA Achievement Awards judges noted that MacGillivray's extremely strong campaign provided exceptional promotions and support for theaters, with multiple tools and resources for theaters to implement at the local level. They also cited MacGillivray's ability to find new angles and niches for its adventure films, particularly the opportunity to follow the expedition in real time during filmmaking, which kept potential leasers interested and the film top of mind.



## 2005 AWARD WINNERS

### BEST MARKETING CAMPAIGN BY A DISTRIBUTOR

## IMAX CORPORATION AND WARNER BROS. PICTURES THE POLAR EXPRESS: AN IMAX 3D EXPERIENCE

In addition to being the first full-length feature film converted into IMAX 3D and shattering box office records for IMAX DMR films, *The Polar Express: An IMAX 3D Experience* marked two giant screen industry marketing milestones as well. *The Polar Express: An IMAX 3D Experience* was the first DMR release to receive an IMAX tag in the 35mm television advertising campaign, and it was the first time that IMAX film footage was screened as part of the 35mm press junket.

To distinguish the film as a must-see 3D holiday adventure, a press mailing sent to targeted consumer and animation outlets included a 3D viewer with an image from the film to reinforce the 3D difference. An e-mail highlighting the IMAX release was sent to 700,000 addresses in the Warner Bros. database. To give press a sneak peek, early footage screenings attended by *Time*, *Newsweek*, the *New York Post*, and *Entertainment Weekly* were set up nationally and locally in 16 markets before the complete film was available. Regional press screenings of the full film were arranged days prior to opening, and the film was screened for 285 members of the press in Los Angeles and New York a week prior to launch.

Dynamic in-theater marketing materials positioned it as a must-see film. Materials included 15/70 and 35mm trailers, "Now Playing" and "Coming Soon" 35mm slides, 3D viewmasters, billboard artwork, bookmarks, coloring sheets and activities, corporate/group and educational electronic postcards, digital press kits, posters, banners, magazine and newspaper ads, online banners, teacher guides, TV and radio spots, screensavers, buttons, and rack cards.

Theaters were provided with the tools and resources to reach local press about their release of the film. In addition, domestic and international theaters were encouraged to work with their local Warner Bros. field office to develop comprehensive local marketing efforts. For local outreach, press release templates and electronic press kits were made available. IMAX 3D viewers were provided as a key press giveaway. IMAX also worked with Warner Bros. to leverage its media resources to extensively support the launch, including television, radio, print, outdoor, and online, resulting in more than 60 million impressions generated for the IMAX release.



Marketing materials for *The Polar Express: An IMAX 3D Experience* included corporate/group and educational electronic postcards.

An IMAX-specific relationship was established with Houghton Mifflin, the publisher of *The Polar Express* book, which leveraged a built-in fan base to promote the film in IMAX. Houghton Mifflin worked with several theaters to develop events tied to their bookstore clients.

The National Education Association created materials that encouraged parents and educators to promote reading while helping kids in struggling schools receive much-needed books and supplies through their *Polar Express* Reading Challenge. IMAX worked with the organization to provide these materials, and the NEA alerted its members to the IMAX 3D release of the film. IMAX also worked with the American Library Association to coordinate programs between its local library contacts and IMAX theaters to execute programs with local branches.

As a result, the film grossed \$3 million in 59 theaters in North America in the first five days and earned more than \$45 million at the box office (figures do not include the film's 2005 re-release). An online survey administered to the *Polar Express* theater network to gauge information and satisfaction with the marketing program indicated 90 percent of respondents were satisfied or very satisfied with the overall launch campaign for the film.

## 2005 AWARD WINNERS

### BEST FILM LAUNCH BY A THEATER ONTARIO SCIENCE CENTRE FORCES OF NATURE: NATURAL DISASTERS



**F**or the second year in a row, the team at Ontario Science Centre (OSC) claimed the award for Best Film Launch by a Theater, this year for its comprehensive marketing plan for *Forces of Nature: Natural Disasters*.

OSC set an ambitious goal of 1 million visitors for the Science Centre and theater and a 20 percent increase in theater attendance for the 2004–2005 fiscal year. Using key marketing research results, OSC identified marketing objectives, strategies, and tactics to reach these ambitious goals.

OSC launched *Forces of Nature* in May 2004 to drive theater and Science Centre attendance during spring and summer. With the theme “Come experience all there is out there in here,” OSC communicated to visitors that they could experience some very powerful forces—from the forces of nature to the forces of the universe—safely from the comfort of the Science Centre. That experience began as soon as visitors walked through the front door. A lobby display featured a five-foot mist tornado, a world map of volcanic activity, a photo gallery of local disasters, and a seismometer that recorded seismic activity when visitors jumped on the floor. Forces in the universe were demonstrated in the exhibit Cosmic Questions. The Science Centre’s Living Earth exhibit hall featured a 12-foot tornado, and “Disaster Flicks Dos and Don’ts,” a popular program on Hollywood disaster films, complemented the film and exhibits. Staff members were utilized as experts in various programs and events throughout the Science Centre.

The multifaceted marketing campaign included advertising, promotions, events, collateral, and media relations. All materials reinforced strategic positioning and market differentiation—a visit to the

**This traffic-stopping billboard with realistic extensions promoted *Forces of Nature* at Toronto’s most highly traveled intersection.** Science Centre provides a complete visitor experience that encompasses exhibits, shows, and programs (ESP).

The marketing attracted media attention by showcasing the star power of Dr. Joshua Wurman, the tornado scientist featured in the film. Since the Toronto debut was also the Canadian premiere of the film, national media exposure was secured. Local and national magazines and newspapers, and local and regional news programs featured reviews and covered the events. Radio and newspaper contests provided additional exposure. Advertising included television, radio, magazine, newspaper, and outdoor buys, and the Science Centre’s newsletter, Web site, and flyers provided further promotion.

Ten promotional screening events were held for targeted audiences, including Science Centre members, media, contest winners, emergency first-response personnel, Environment Canada staff, educators, and the tourism industry. Event attendees could pose in front of a tornado backdrop and take home complimentary framed souvenir photos. Group sales targeted 13,000 group leaders, including corporate consignment and preferred partners.

Promotional partners included the *Toronto Star*, a local radio station, EMS personnel, and Mastermind Educational Toys, which set up an onsite store.

The carefully orchestrated plan resulted in an attendance comeback. OSC exceeded the attendance goal and achieved more than 1 million visitors for the first time in four years. June Omnimax attendance was up 60 percent over the previous year, July saw a 56 percent increase over the previous year, and August’s attendance was 82 percent higher than the previous year.

According to the GSTA Achievement Awards judges, OSC’s *Forces of Nature* launch was a comprehensive, strategically executed, integrated marketing campaign that seamlessly tied the museum’s mission into the film’s messages. It was a great example of developing links with the Science Centre exhibits and programming, which brought the film experience outside of the theater to resonate throughout the institution.

## 2005 AWARD WINNERS

### BIG IDEA AWARD CELEBRATION CINEMA, GRAND RAPIDS, MICHIGAN THE POLAR EXPRESS: AN IMAX 3D EXPERIENCE

**C**elebration Cinema in Grand Rapids, Michigan, joined forces with Hospice of Michigan, *The Polar Express* author Chris Van Allsburg, IMAX Corporation, Warner Bros., and several local partners to host a fundraising initiative using *The Polar Express: An IMAX 3D Experience* as the centerpiece. The initiative, called the Big Picture Project, included the exclusive Midwest benefit preview of the film and raised a remarkable \$1.5 million for the hospice.

More than 1,400 people were shuttled by train to the exclusive benefit preview and afterglow party at Celebration Cinema, where they were greeted by paparazzi as they walked along the red carpet. Attendees, including Van Allsburg and his family, actor Peter Scolari and his family, and other local celebrities and residents, were the first to see the premiere of the film, both in IMAX 3D and 35mm. After the movie, guests were driven to the transformed DeVos Place,

which was decorated with floor-to-ceiling murals, snow, pine trees, and other decorations. Major media outlets from all over the state attended the event.

The Frederik Meijer Gardens, a world-class botanical garden and sculpture park located in Grand Rapids, partnered with Celebration Cinema to offer a joint ticket to see *The Polar Express* film and to tour the Polar Express Train Garden exhibit, with part of the proceeds benefiting Hospice of Michigan's Pediatric Program.

The Big Picture campaign exceeded expectations on all counts. Over 300 media outlets provided coverage throughout the campaign, resulting in over 50 million impressions. Hospice of Michigan's fundraising goal of \$1,200,000 was surpassed by over \$300,000. Celebration Cinema's Grand Rapids 272-seat IMAX Theatre, located in a small Midwestern market, garnered an overall attendance of 88,916, placing it in the top ten grossing markets for *The Polar Express* in IMAX 3D.

### BIG IDEA AWARD GATEWAY IMAX THEATRE, DURBAN, SOUTH AFRICA STRAIGHT UP! HELICOPTERS IN ACTION

**T**he Gateway IMAX Theatre, located in the Gateway Mall in Durban, South Africa, was in a crisis situation. Huge financial losses and weak brand presence lead franchise operator Nu Metro to give notice to landlord Old Mutual Properties (OMP) that it was terminating operation of the IMAX business in South Africa. OMP's response was to appoint Mel Miller and Leanne Jefferies, formerly of the BMW IMAX theater in Cape Town, as business consultants to assess whether the theater was still a viable business proposition, and if so, how the business could be salvaged.

Miller and Jefferies conducted extensive market research and determined that the theater was not beyond rescuing. Using what they had learned in the research, they relaunched the theater and the brand with a big idea: invite every helicopter in town to the premiere of *Straight Up! Helicopters in Action*.

All players in the Durban helicopter industry were invited to come to the party to ensure an impressive display of helicopters in action at the launch. On the evening of the premiere, special guests were dropped off by helicopter. With each organization allocated a

specific number of landings at a specially demarcated landing zone in front of the theater, a carefully choreographed helicopter ballet provided the literal buzz of a continuous landing sequence.

A hijacking reality enactment carefully staged by the South African Police Air Wing and Special Task Team added dramatically to the impact of the evening. After a cocktail reception and exhibition of local helicopter organizations' products and services, guests were invited into the theater to enjoy the evening's screening, attended by award-winning Canadian cinematographer and director of *Straight Up!* David Douglas. Joining the guest of honor was featured local star of the film, renowned conservationist and game capture expert Douw Grobler.

As a result of the event and extensive marketing and promotion, attendance at the Gateway Theatre during the month of the launch increased by 580 percent, and the Gateway Mall achieved its highest visitor count ever. **n**

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