



Title Launch Playbook for MOD and Digital Video

The formula for successfully marketing film and television titles has dramatically changed, especially for titles that aren't major theatrical releases. In-store placement was once the norm. Today, **micro-marketing**, **social media**, and **direct consumer engagement** drive a title's launch and sales success.

A host of new strategies are emerging to help that success happen – and savvy film and television marketers are already using them effectively. Now, Allied Vaughn takes planning a step further by integrating tools, technology, and processes into our comprehensive **Title Launch Playbook**, with best-practice launch activities for both New Release and Catalog titles.

The Playbook provides a guide for how content providers, Allied Vaughn (AV) and retailers can collaborate on these activities for maximum effect. In conjunction, AV is introducing an array of integrated technologies that, when combined with Playbook activities, can increase consumer awareness, improve the shopping experience, enable customer micro-targeting and deliver the analytics needed to refine the launch process along the way.

In the pages that follow, we take you through the Playbook and how it works. We'll outline the deliverables and support we need from you, what you can count on from Allied Vaughn, how we work with the sales channels to maximize results, and the timeframe on which we all need to operate.



Overview

Implementing the Title Launch Playbook involves easy-to-follow steps:

- 1 Define which segment the title fits in – New Release or Catalog – and whether the title merits “Tentpole” marketing support.
- 2 Deliver needed title assets and marketing materials. Adhere to launch timelines.
- 3 For Tentpole titles, gather social media awareness commitments from film stakeholders/supporters.
- 4 Identify “engaged communities” that the title would appeal to. Solicit web traffic opportunities via Movie Zyng affiliate program.
- 5 Leverage co-branded Movie Zyng platform for marketing, sales, analytics, brand building.
- 6 Launch title with retail and wholesale channels. Presell for coordinated street dates.
- 7 Announce title via consumer & industry PR, social media, emails, reviews and retail positioning.
- 8 Solicit placement on curated digital platforms.
- 9 For “Tentpole” titles, conduct post-launch debrief. Share data. Refine for next launch.

The Title Launch Playbook leverages key components required to effectively market and sell your title:

- Marketing materials (metadata, promotional art, pitch page, trailer/screener)
- Ratings, reviews, festival selections, awards
- Title stakeholders, friends & family, potential “engaged community” influencers
- Social media platforms and tools
- Review sites, web traffic partners synergistic to the film
- Allied Vaughn’s sales channel network
- Movie Zyng’s “ecommerce 3.0” marketing platform that brings all the pieces together for best results

Working Together to Maximize Title Sales Opportunity

Everyone has a role to play in launching a title –

film makers, other stakeholders, Allied Vaughn and resellers. The more we collaborate, the more success we'll have. And that's why we've developed the Playbook.

Allied Vaughn's Playbook defines "best-practice" product launch marketing activities, as well as the role each team member must play to maximize product awareness, discoverability, consumer connection and sales.

Our product launch marketing activities are designed to do four things:

1. Increase consumer awareness/discoverability of the title
2. Ensure searchability of the title – once the consumer learns of it, make sure it's easy to find online or in-store
3. Maximize the "selling story" to drive consumer connection to the title
4. Create buy-now incentives to encourage consumer purchase

Why Title Segmentation is Important

Not all titles are created equal. To maximize return on investment, Allied Vaughn's title segmentation team evaluates all incoming titles each month to determine the right marketing approach to use, based on the title itself, its launch requirements and revenue potential.

We start by segmenting titles into two categories:

New Release – A New Release title is new to DVD and/or digital. It will have a recent theatrical release date (or airing date for TV) that falls generally within the past 12 months, or a recent production date, as in the case of an indie film that goes direct to DVD/digital without a theatrical release. New Release titles offer better opportunities to create buzz, generate synergistic marketing, and leverage involvement of actors, and other film stakeholders for maximum sales.

Catalog – A Catalog title has likely already been out on DVD, digital or VHS. It could be new to DVD and/or digital but was produced more than two years prior to the current date, so the chance to create buzz, engage stakeholders and employ synergistic marketing is significantly limited.

Next, we establish if a title warrants "Tentpole" status.

Tentpole – Tentpole titles are determined to be "priority" titles and receive extra marketing resources from Allied Vaughn, content stakeholders and resellers. Both New Release titles and Catalog titles can be categorized as "Tentpole."

Tentpole titles share some noteworthy characteristics:

- Higher quality level of the film or show.
- Topical subject matter, relevant to a definable audience.
- Known actors/directors, particularly if they will support the launch.
- Attractive box office, IMDB rating and reviews.
- Has a cult following and/or clear audience affinity groups.
- Strong predicted sales opportunity.

Content providers can nominate titles to Allied Vaughn for Tentpole treatment using the **Title Marketing Questionnaire**. This process allows AV and the content provider to mutually evaluate the title. We can centralize and document the information we'll ultimately use to execute the more advanced marketing activities that Tentpole titles receive.

Once a title's status has been assigned, we go to the Playbook to determine the best strategy to get it to market.

The Title Launch Playbook - Activities

PRODUCT LAUNCH ACTIVITIES	ALL CATALOG AND NEW RELEASE TITLES	TENTPOLE TITLES
1 Metadata and art feeds to web retail timed to presell and/or release dates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2 Placement in relevant web stores	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3 Include in AV weekly product announcement emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 Add to co-branded Movie Zying (MZ) store	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5 Add to other MZ stores	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6 Index for searchability at top web stores	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7 Provide trailer link to retailers, affiliates & reviewers. Auto-add to MZ	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8 Include title in retail promotions throughout the year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9 Include in sales planning calls with key retailers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10 Include in monthly Tent Pole feature list to AV retailers, MZ affiliates, reviewers and influencers		<input checked="" type="checkbox"/>
11 Announce in "film reviewer" program		<input checked="" type="checkbox"/>
12 Prioritize for featured placement efforts on top relevant web stores		<input checked="" type="checkbox"/>
13 Prioritize for featured placement in direct mail catalogs		<input checked="" type="checkbox"/>
14 Prioritize for outbound emails		<input checked="" type="checkbox"/>
15 Featured placement on co-branded MZ store		<input checked="" type="checkbox"/>
16 Featured placement on other MZ stores		<input checked="" type="checkbox"/>
17 Facebook announcements with link to MZ, other store mentions		<input checked="" type="checkbox"/>
18 Twitter announcements with link to MZ, other store mentions		<input checked="" type="checkbox"/>
19 Promote to MZ's affiliate network for additional traffic and sales		<input checked="" type="checkbox"/>
20 Evaluate for MZ Facebook ads*		<input checked="" type="checkbox"/>
21 Evaluate for MZ cross-promotion*		<input checked="" type="checkbox"/>
22 Evaluate for MZ Affinity Group affiliate promotion*		<input checked="" type="checkbox"/>

*Inclusion subject to ROI evaluation

Collective Responsibilities for Executing Playbook Activities *(from page 4)*

	CONTENT STAKEHOLDER RESPONSIBILITIES	ALLIED VAUGHN RESPONSIBILITIES	RETAILER RESPONSIBILITIES
1	Metadata and art delivered within timeframe	Ingest, create thumbnails, feed resellers.	Process in timely fashion. Hit presell and/or release dates
2	N/A	Ensure placement with resellers.	Launch all relevant titles.
3	N/A	Construct/publish email updates to all resellers.	Read/circulate emails as appropriate.
4	N/A	Add title to MZ with needed art, metadata.	N/A
5	N/A	Add to MZ stores based on curation.	N/A
6	Metadata complete including all genres, key words, actors, etc.	Engage with resellers. Execute on key drivers for searchable indexing.	Engage with AV to execute on searchable indexing.
7	Provide trailer link in Metadata	Provide trailer link to retailers, MZ, affiliates & reviewers	Add trailer link to web stores, Facebook pages, etc.
8	Provide AV with promotion pre-approval.	Work with retailers to plan, execute, measure and administrate promotions.	Execute promotions with proactive marketing via merchandising, emails, social.
9	N/A	Included in monthly sales planning calls with key retailers	Confirm launch plans, placement commitments, presell merchandising and timing.
10	Nominate title for tentpole. Submit questionnaire/pitch page w/in calendar spec	Review nominations. Jointly execute mar/com for mutually accepted titles.	Use mar/com for advance launch planning, prioritization, presell merchandising.
11	Nominate reviewers for program. Joint execution as appropriate.	Review nominations. Joint execution with Content Stakeholders	N/A
12	N/A	Include in web reseller merchandising meetings. Priority to pro-active merchants.	Give Tentpole Titles priority store merchandising treatment.
13	N/A	Include in catalog reseller merchandising meetings.	Give Tentpole titles priority catalog merchandising treatment
14	Stakeholder outbound emails with Movie Zyg (MZ) detail page link.	Include in MZ email re-marketing. Include in reseller merchandising meetings.	Give Tentpole titles priority email marketing treatment
15	Input optional	MZ adds to store.	N/A
16	N/A	Add to additional MZ stores based on curation	N/A
17	Stakeholder posts on title. Link to MZ detail page	MZ Facebook page posts. Post on "title relevant" pages.	N/A
18	Stakeholder tweets on title. Click link to MZ detail page or sell page w link.	MZ Tweets.	N/A
19	N/A	MZ executes mar/com and promotions to affiliates.	N/A
20	Custom FB pixel for co-branded Movie Zyg store.	Deploy FB pixels, execution and admin of optional FB ad campaigns.	N/A
21	N/A	Pursue Cross Merch and Promo opportunities. Executes. Administrates.	Possible participation depending on cross product or value.
22	Collaborate with AV to identify and connect with affinity groups for affiliate sales	Collaborate, MZ enrolls and onboards affiliates. Manage and admin affiliate program.	N/A

Asset Delivery Timelines

The timelines that follow indicate which marketing assets are required and when, depending on:

- **Title segmentation** – New Release or Catalog
- **Title format** – DVD, Blu-ray or Digital

Critical to note: New Release titles require greater planning and lead times

Often, they require pre-sale windows and street dates that are timed with other items such as theatrical release. So, the lead time for getting these titles into the segmentation and launch process starts up to 5 months ahead of the ultimate street date.

Marketing Materials and Deliverables – All titles need metadata and packaging art. For **Catalog and New Release titles**, we use wrap art to create thumbnail images for use online and in print catalogs. Metadata forms the basis for product listings.

Tentpole titles, however, need more marketing material support to maximize sales, including:

- A completed **Title Marketing Questionnaire**, which provides all parties involved with the information needed to execute the activities in the Playbook. Also, it helps us evaluate the realistic opportunity that exists with the title.
- A title **Pitch Page**, which helps convey key items to resellers, film reviewers, digital platforms, the PR community, affiliate traffic partners, and other potential influencers. Allied Vaughn has created a template to make putting the pitch page together easier.

Following our Team Approach, Everybody Wins

Collaboration is key. Your Allied Vaughn ingestion and sales team will work with you every step of the way. Working together through the Playbook, we will collectively maximize the return on investment for every title.

NEW RELEASE: NEVER BEEN RELEASED ON DVD, BLU-RAY OR DIGITAL

16 weeks prior	Content Provider confirms to Allied Vaughn (AV) that title assets can be delivered to AV specifications. Company bio and hi-res logo should already have been delivered. Distribution plan to be reviewed with AV. Theatrical, DVD, Blu-ray, TVOD, AVOD and SVOD release dates and windows are defined.
12 weeks prior	Content Provider delivers to AV metadata, pricing, and thumbnail art – and if nominated for Tentpole marketing, a completed Title Launch Questionnaire, sell-sheet, and any promotional elements.
10 weeks prior	Launch strategy call conducted with AV. Title questionnaire reviewed. Activities agreed upon. MovieZyng ecommerce set up. Talent/stakeholder participation defined. If authoring or creative is required by AV for the new release title, assets to be delivered to AV.
8 weeks prior	AV announces title to reseller customers as available for pre-order. Movie Zyng ready for presale. Finished assets delivered to AV – content file (ISO for MOD, Pro-Res for digital), finished art (wrap, disc and thumbnails for digital).
6 weeks prior	Content stakeholders post on social media with Movie Zyng pre-order links and other retail mentions. Tentpole merchandising confirmation with retail, wholesale, rental.
5 weeks prior	AV continues work with retail, wholesale, rental, and digital platforms.
5 weeks prior	Check disc and packaging approval by Content Provider (6 weeks for titles selected by brick & mortar or rental). AV continues pitch to retail, wholesale, rental, and digital platforms (depending on title format).
4 weeks prior	Title up at top retail sites. Tentpoles positioned. Second round of social postings with additional links.
1-3 weeks prior	AV begins shipping to wholesale and stocking retailers.
RELEASE DATE	MOD or Digital title available for delivery to consumers. Content Provider to refresh any social media campaigns from “pre-order now” to “available today.”

CATALOG TITLE(S): LIBRARY OR OLDER TITLES TO BE RELEASED ON MOD OR DIGITAL

10 weeks prior	Content Provider confirms to AV that title assets can be delivered to AV specifications. Company bio and hi-res logo should already have been delivered. Distribution plan to be reviewed with AV. Theatrical, DVD, Blu-ray, TVOD, AVOD and SVOD release dates and windows are defined.
8 weeks prior	If authoring or creative is required by AV for the catalog title(s), assets to be delivered to AV eight weeks before street date. Content Provider delivers to AV the metadata, pricing, thumbnail art – and if nominated for Tentpole marketing, a completed Title Launch Questionnaire, sell-sheet, and any promotional elements.
7 weeks prior	MovieZyng store set up with AV (if Content Provider is a new client).
4-6 weeks prior	AV announces title(s) to retail and wholesale customers as available for pre-order. Finished assets are delivered to AV – content file (ISO for MOD, Pro-Res for digital), finished art files (wrap art, disc art and thumbnails for digital). If AV authored files or created artwork, this is the completion date.
3-5 weeks prior	Check Disc and packaging approval by content provider. Content provider directs traffic to websites with pre-order links provided by AV to MovieZyng store. AV confirms Tentpole placement at retail, wholesale, rental, and digital platforms (depending on title format).
1-3 weeks prior	Title up at top retail sites. Tentpoles positioned. Second round of social postings with additional links. AV begins shipping to wholesale and stocking retailers
RELEASE DATE	MOD or Digital title(s) available for delivery to consumers. Content Provider to refresh any social media campaigns from “pre-order now” to “available today.”



7600 Parklawn Avenue, Suite 300
Minneapolis, Minnesota 55435

800-323-0281
www.alliedvaughn.com