



## NEW MEDIA STRATEGY

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### ONLINE STRATEGY

- *Get Smart* is a satisfying comedy and summer blockbuster with wide appeal for males and females, young and old alike. It can be marketed very effectively through the internet because of the ability to reach broad audiences, as well as highly targeted special interest groups.
- Momentum for the film should be built through extensive outreach, a strong viral campaign, publicity debuts, innovative promotions and advertising that promote *Get Smart*. A wide range of ads, publicity materials and viral marketing assets have been developed to target all audience segments for this film.
- Comedy is one of the film's key selling points. To communicate the comedy online, our best asset is the film itself. Lots of video-focused publicity materials are available for syndication – from trailers to open ends to featurettes. The viral campaign incorporates film clips and TV spots extensively. In the advertising, more video units have been created for this film than ever before.
- The strategy for the viral campaign is to target to young males and teens where traditional media has a harder time of reaching them. Specifically for this target, the Control vs. Kaos theme and funny tongue-in-cheek humor have been infused through out all the viral assets, which include a viral site, three games, and agent training manuals.
- To maximize exposure and user interaction with the film, integrate the viral campaign with deep, immersive experiences on media partners sites (e.g. MSN, Yahoo, MySpace, Bebo and YouTube) with assets like the three Control vs. Kaos games.
- Where the TV series is already known, there are opportunities to leverage the nostalgia factor, love of the brand, and some of the fun “insider” jokes (e.g. “Missed it by that much!”). Some select publicity materials have been created for these highly targeted kinds of activities. You can also build on that awareness and interest through the syndication of film clips, stills and featurettes.
- While your media plan should feature a combination of Flash ads (delivers high impressions) and rich media ads (delivers immersive, interactive experiences), it is particularly important to give a lot of weight to units that incorporate video for this film. It is the best way to showcase the film's comedy.
- Opening week campaigns should include stunts and home page takeovers that cut through the clutter and eventize the movie. Look for ways to dominate key websites, especially on the day of release. For example, on Yahoo the film should be featured on the Homepage, in Yahoo Messenger, and on relevant/targeted sections of the site – Movies, News, etc..
- Maximize publicity opportunities by focusing on all the cast members, especially with local talent (Terence Stamp, Masi Oka), where applicable.



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### ONLINE STRATEGY continued

- The following is a list of possible sites to target various interests and demographics:
  - General entertainment/film portals & websites
  - Film enthusiast/cineaste sites
  - Young male targeted sites, including Gaming and Sports
  - Video aggregator sites (e.g. YouTube)
  - Social Networks (e.g. Bebo, MySpace, Hi5, Facebook)
  - Fan sites for the talent and the TV series
  
- Partnerships with exhibitor websites should always be a key component of your online outreach efforts:
  - Provide exclusive digital assets to secure more prominent promotion of the film.
  - Use publicity premiums to run competitions with exhibitor sites and their databases.
  - Use optional navigation on your local official film site to feature showtimes / link to exhibitor websites to encourage ticket purchase.



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### WEBSITE DESCRIPTION

The *Get Smart* website design highlights the movie's theme, Control vs. Kaos. Users are first taken to the splash page which features the trailer on auto-play. Click on the "Enter Main Site" button where the search for agents resolves to the main site. Here, the user chooses a side, Kaos "Destroy the World" or Control "Save the World". Each side features the characters and environment unique to that side.

There are 28 fully localized international film websites spanning over 50 countries. These sites are based on a global template which is consistent with the overall marketing campaign; however, each site is customized to feature local Promotions, Mobile, and links to Exhibitors.

The international template can be seen at: <http://www.warnerbros.co.uk/getsmart/>

Site content includes:

- Splash Page – Includes promotional touts to link to the syndicated games, the "Quest for World Domination" viral site, and local promotions.
- Transitional Page – Pick a Side, Control or Kaos
- Story
  - Synopsis
  - Production Notes
- Cast
- Filmmakers
- Downloads
  - Wallpapers
  - Posters
  - Icons
- Video
  - Main Trailer
- Photos
- Multiple "Optional" pages may be used for:
  - Premiere
  - Local promotions / competition / partnerships
  - Exhibitor links
  - Mobile



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### ONLINE ADVERTISING

The ad campaign will be comprised of a basic suite of 30K Flash Display ads, plus interactive Rich Media units with games, downloads and video within the ad units. Custom units have also been created for Yahoo! and MSN.

To really communicate the comedy of the film, it is critical show as much video as possible. To that end, all Rich Media ads have been created with video integrated into the unit.

See Appendix for images or <http://wbpinewmedia.warnerbros.com/GetSmart/index.html> for a preview.

- Flash Banners:
  - **“The Moves”** – This unit focuses on Maxwell Smart, uses stills from the film and resolves to the “2-Cast Hair:” campaign art.
  - **“Saving the World”** – This is a key art unit that resolves to the “4-Cast” campaign art.
  - All units will be available on MARS in eight standard IAB sizes: 120x90, 120x600, 160x600, 180x150, 234x60, 300x250, 468x60, 728x90.
  
- Rich Media
  - **Video Units** (x3): 300x250 - All units have Flash intro, followed by a 30 second TV spot.
    - **“Inside Control”** – Animated door sequence leads into the 30 sec “Talent” TV spot.
    - **“The Moves”** – Uses the intro from the Flash ad and leads into the 30 second “Danger” TV spot.
    - **“Saving the World”** – Uses the intro from the Flash ad and leads to the 30 second “No Plans Stapler” TV spot.
  - **“Flash Video”**: 300x250 – This is an original piece of flash video created as an online ad unit using film footage and the theme song, but no dialog.
  - **Inside Control Expando**: 300x250 – Expandable interactive banner where users can go inside Control HQ, see video and get exclusive downloads.
  - **In Banner Laser Game**: 300x250 Expandable – This ad features a small bit of the laser scene as a lead into an in banner game. Users will have to help Maxwell Smart through the room of laser beams by using their arrow keys to control his movements. There will be a bonus video for those who complete the game successfully.
  - **Roadblock**: 728x90 and 300x250 synched banners – Playing on the theme of Control vs. Kaos, this unit features two synched banners on one page that allows you to dominate the page. Users can choose a side and answer simple multiple choice questions to help determine whether they are more like Control or Kaos, and then get an exclusive download.



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### ONLINE ADVERTISING continued

- **Video Minisite Expando** (300x250 → 500x250 and 160x600 → 400x600) – These expandable units features two videos, a photo gallery and the option to link to a game.
- **Custom Units:**
  - Yahoo Home Page Takeover
  - Yahoo Movies Page Takeover
  - MSN Messenger Expandable unit MSN Today
  - MSN Today



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### ONLINE OUTREACH/SYNDICATED CONTENT

As a complement to the overall marketing and online campaign, there is a highly engaging viral program. At the center of the campaign is a global hub site, *Control vs. Kaos: The Quest for World Domination*. The site is supplemented by three highly entertaining games where users can play as either Control or Kaos. There are also desktop wallpapers, screensavers, Control & Kaos Agent Training Manuals, and Promotional Mobile wallpapers

- **“CONTROL VS. KAOS: The Quest for World Domination” Global Hub Site**

- A preview is available at :  
<http://www.wbwidget.com/campaigns/getsmart/widget/index.php?cmshomepage=1>
- **Join the Fight:** Users must choose a side – Control or Kaos. If they are unsure, there is a fun quiz to help them decide.
- **Become an Agent:** Users then create an agent ID, which includes customizing their ID with a personal photo. Users can add a disguise to their photo and select an alias, a special skill and their preferred weapon.
- **Grab the Widget:** After creating an ID, users can grab the widget to embed on their social network profile (e.g. MySpace, Facebook, Orkut, etc.) The widget will be is skinned with Control or Kaos, depending on what side they chose, and their agent ID. The widget also includes the trailer, links to games and a send to a friend feature.
- **Recruit Others:** This send to a friend feature allows users to invite their friends to participate in the Quest for World Domination.
- **Field Training:** Three games have been developed as “field training” for the new agents. In each game users play as either Control or Kaos.

- **“Agent Field Training” (Games)**

Three games have been developed for this campaign. There is a Control and a Kaos version of each game. These games should be syndicated to partner sites either as exclusives or debuted with one site (could be a different one for each game) and then syndicated more broadly. All three games link back to the Quest for World Domination website for the full immersive experience. The games can also be hosted as part of the viral website.

- **“The Element of Surprise” Game:**
  - For a secret agent, anything can be a weapon - even a phone!
  - A preview is available at :  
[http://wbpinewmedia.warnerbros.com/GetSmart/syndicated\\_content/element\\_of\\_surprise/index.html](http://wbpinewmedia.warnerbros.com/GetSmart/syndicated_content/element_of_surprise/index.html)
- **“Missed It By That Much” Game:**
  - Be the hunted or the hunter in a game of skillful dodging and frantic shooting.
  - A preview is available at :  
[http://wbpinewmedia.warnerbros.com/GetSmart/syndicated\\_content/missed\\_it\\_by\\_that\\_much/index.html](http://wbpinewmedia.warnerbros.com/GetSmart/syndicated_content/missed_it_by_that_much/index.html)



## NEW MEDIA STRATEGY

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### ONLINE OUTREACH/SYNDICATED CONTENT continued

- **“Pursue & Destroy” Game:**
  - Uncover the Control Agents or dismantle Kaos bombs in this game of skill and patience.
  - A preview is available at:  
[http://wbpinewmedia.warnerbros.com/GetSmart/syndicated\\_content/pursue\\_and\\_destroy/index.html](http://wbpinewmedia.warnerbros.com/GetSmart/syndicated_content/pursue_and_destroy/index.html)
- **Downloads**
  - Offsite Exclusive: 6 Wallpapers and 1 Screensaver
  - Exhibitor Exclusive: 6 Wallpapers and 1 Screensaver
  - See the Appendix for images or a preview is available at :  
<http://wbpinewmedia.warnerbros.com/GetSmart/index.html>

### MOBILE

- 6 Promotional (free) wallpapers based on key art from the film and production photography are available on MARS.
- See the Appendix for images or a preview is available at :  
<http://wbpinewmedia.warnerbros.com/GetSmart/mobile/mobile.html>



## NEW MEDIA STRATEGY

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### ONLINE PUBLICITY

Maximize online opportunities with the extensive range of materials created to showcase the film's comedy and fun, as well as the talent. Where there is awareness for the original TV series, opportunities to exploit the nostalgia factor should be leveraged.

- **Online Exclusive Featurettes**

- **“Dwayne”** – This 1 minute 7 second piece is an extended look at scenes featuring Dwayne Johnson as Agent 23. Digitized and encoded files and Raincloud links are available on MARS.
- **“Moscow Greeting”** – This 1 minute and 12 second piece features Steve Carell (Maxwell Smart) and Anne Hathaway (Agent 99) talking about working on this action comedy from Red Square in Moscow. Digitized and encoded files and Raincloud links are available on MARS.
- **“Steve & Pete”** – This 41 second piece features director, Peter Segal and Steve Carell (Maxwell Smart) speaking on cast, filming and the comedy of the film. Digitized and encoded files and Raincloud links are available on MARS.
- **“Steve & Languages”** – The 1 minute 14 second piece features Steve Carell (Maxwell Smart) comedically discussing his knowledge of languages. This piece mentions buying movie tickets online and would work well with online movie ticketing sites. Digitized and encoded files and Raincloud links are available on MARS.
- **“Steve as Action Hero”** – This 1 minute and 1 second piece features Steve Carell (Maxwell Smart) speaking to being an action hero in *Get Smart*. Digitized and encoded files and Raincloud links are available on MARS.

- **Open Ends (Cast/Filmmaker Interviews)**

Online generic open ends were completed at the junket. Digitized and encoded files along with transcripts are available in MARS.

- Steve Carell
- Anne Hathaway
- Dwayne Johnson (aka The Rock)
- Alan Arkin
- Masi Oka and Nate Torrence
- Terence Stamp and Ken Davitian
- Peter Segal - Director

- **Online Exclusive Stills** – 3 images available on MARS

- GSD-09344.JPG
- GSD-05321.JPG
- GSD-04731.JPG

- **Trailers:**

- Digitized & encoded files in QuickTime and Windows Media Player as well as Streaming (raincloud) links are available on MARS for the following trailers:
  - F1 (Teaser Trailer)



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### ONLINE PUBLICITY continued

- F2 (International Main Trailer)
- F3 (Worldwide Main Trailer)
- F9 (International Action Event Trailer) – currently view only in MARS

### MEDIA PROMOTIONS

Online Media Promotions focus on outlets and partners that have widest reach in the primary and secondary target audiences for the film. The mechanics for all promotions fall within the overall strategy. Media promotions can be a highly impactful and cost effective means of reaching the target audience and generating noise with limited ad spend.

- Get-A-Gadget
  - Partner with an Entertainment website and local electronics chain store to host a promotion, ideally to be promoted on Home Page. Users register to win the ultimate gadget prize package. A registration page would prompt users for their information a description of their ideal secret agent gadget in 25 words or less. At the end of the promotion all winners will be entered into a drawing to win the grand prize.
    - Grand Prize determined by individual territory (e.g. voice recorder, DVD player, mobile phone, laser pointer etc.)
    - Runner-up prizes also to be included (e.g. promotional package, signed poster etc.)
    - Ideal partners would be entertainment/movie sites (e.g. Yahoo!, UGO, Odeon, Allocine, Hoy Cinema, Film up and YouTube etc.)
- What Kind of Secret Agent Are You?
  - Partner with local social networking site and/or video sharing site (e.g. MySpace, YouTube) for users to upload a 1 minute video on what kind of secret agent they are. Video entries will be judged by other users/friends and a winner will be selected on most creative, innovative and interesting Secret Agent, weapon of choice and/or other elements.
    - Partner with Social Networking Site to post videos (e.g. MySpace, Facebook, Bebo, HI5 etc.) or Video Sharing Sites (i.e. YouTube)
    - Users to be voted on by other users and at the end of the promotion the highest selected video to win.
    - Runner up to win a promotional package, signed poster etc.
- Get Smarter Trivia Game
  - Partner with male targeted sites to host a GET SMART themed quiz (or used approved Q&As). Users will be asked a series of questions related to the film, actors/characters. If the user answers all correctly they will be pointed to a registration page to enter for the grand prize. Users will be able to play as many times as they like, but will only be able to enter for the grand prize once. Winner(s) to be selected at random.
    - Grand Prize determined by individual territory



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- Runner-up prizes to also be included (i.e. promotional package, signed poster etc.)
- Ideal online partners would be male targeted sites (i.e. FHM, Maxim, 01 Men, GQ Online etc.)
- Pretty Smart
  - Partner with female targeted sites to win a glamorous secret agent make-over a la Anne Hathaway.
    - Users will be asked to match famous eyes to the celebrity. Column A will have the list of actress names and column B will have the pictures of the eyes only.
    - Answer all correctly and the user will be prompted to register information.
    - Grand prize winner to be selected at random out of all submitted entries
    - Ideal online partners – Women’s Magazine sites (e.g. Vogue, Au Feminin, En Femenino, Style, Bunte, Vanity Fair, etc.)
    - Runners up to receive a beauty product package (to secure locally with a secondary partner, e.g. Sephora)



**NEW MEDIA STRATEGY**

APPENDIX - WEBSITES

INTERNATIONAL WEBSITES

Region	Territory	URL
<b>EMEA</b>		
Primary	<b>UK</b>	<a href="http://www.getsmartmovie.co.uk">www.getsmartmovie.co.uk</a>
	<b>Germany</b>	<a href="http://www.getsmart-derfilm.de">www.getsmart-derfilm.de</a>
	<b>France</b>	<a href="http://www.getsmart-lefilm.com">www.getsmart-lefilm.com</a>
	<b>Spain</b>	<a href="http://www.superagente86-es.com">www.superagente86-es.com</a>
	<b>Italy</b>	<a href="http://www.getsmartfilm.it">www.getsmartfilm.it</a>
Scandis	<b>Finland</b>	<a href="http://www.salainenagentti86.fi">www.salainenagentti86.fi</a>
	<b>Norway</b>	<a href="http://www.getsmart.no.com">www.getsmart.no.com</a>
	<b>Sweden</b>	<a href="http://www.getsmart.se">www.getsmart.se</a>
	<b>Denmark</b>	<a href="http://www.getsmart-filmen.dk">www.getsmart-filmen.dk</a>
Benelux	<b>Belgium</b>	<a href="http://www.getsmartmovie.be">www.getsmartmovie.be</a>
	<b>Holland</b>	<a href="http://www.getsmartdefilm.nl">www.getsmartdefilm.nl</a>
Western EU	<b>Portugal</b>	<a href="http://www.olhovivo.com.pt">www.olhovivo.com.pt</a>
	<b>Switzerland</b>	<a href="http://www.getsmartmovie.ch">www.getsmartmovie.ch</a>
Eastern EU	<b>Hungary</b>	<a href="http://www.getsmart-hu.com">www.getsmart-hu.com</a>
	<b>Russia</b>	<a href="http://www.getsmart-film.ru/">www.getsmart-film.ru/</a>
	<b>Poland</b>	<a href="http://www.dorwacsmarta.pl">www.dorwacsmarta.pl</a>
Middle East	<b>Turkey</b>	<a href="http://www.akiilliofilm.com">www.akiilliofilm.com</a>
	<b>Greece</b>	<a href="http://www.getsmart.gr">www.getsmart.gr</a>
	<b>Israel</b>	<a href="http://www.getsmart-movie.co.il">www.getsmart-movie.co.il</a>
Africa	<b>So. Africa</b>	<a href="http://www.getsmartmovie.co.za">www.getsmartmovie.co.za</a>
<b>LATAM</b>		
	<b>LATAM Spanish</b>	<a href="http://www.superagente86lapelicula.com">www.superagente86lapelicula.com</a>
	<b>Brazil</b>	<a href="http://www.agente86.com.br">www.agente86.com.br</a>
<b>ASIA-PACIFIC</b>		
	<b>So. Korea</b>	<a href="http://www.getsmart.co.kr">www.getsmart.co.kr</a>
	<b>Taiwan</b>	<a href="http://www.getsmart.com.tw">www.getsmart.com.tw</a>
	<b>Thailand</b>	<a href="http://www.getsmart-thai.com">www.getsmart-thai.com</a>
	<b>Japan</b>	<a href="http://www.getsmart-movie.jp">www.getsmart-movie.jp</a>
	<b>Pan-Asia</b>	<a href="http://www.getsmart-asia.com">www.getsmart-asia.com</a>
	<b>Australia</b>	<a href="http://www.getsmartmovie.com.au">www.getsmartmovie.com.au</a>

# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX - WEBSITE

#### MAIN SITE

<http://www.warnerbros.co.uk/getsmart/>

#### LANDING PAGE



#### MAIN SITE – CHOOSE-A-SIDE



#### MAIN SITE CONTROL



#### MAIN SITE KAOS



#### CONTROL DOWNLOADS



#### KAOS DOWNLOADS



# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX – ADVERTISING

#### STANDARD FLASH AND VIDEO UNITS

##### “Saving the World”



##### “The Moves”



# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX – ADVERTISING

#### VIDEO UNIT

##### “Inside Control”



# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX – ADVERTISING

#### RICH MEDIA

#### “Inside Control” Expando



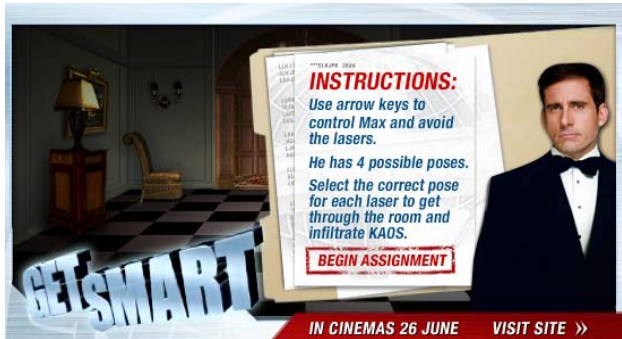
# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX – ADVERTISING

#### RICH MEDIA

#### “Laser Game” Expando



# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX – ADVERTISING

#### RICH MEDIA

#### “Flash Video”



# GETSMART

## NEW MEDIA STRATEGY

### APPENDIX – ADVERTISING

#### RICH MEDIA

#### “Control vs. Kaos” Roadblock



# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX – OUTREACH/ SYNDICATED CONTENT

#### GAMES

##### “The Element of Surprise”



##### “Missed it by that Much”



##### “Pursue and Destroy”



# GET SMART

## NEW MEDIA STRATEGY

### APPENDIX – OUTREACH/ SYNDICATED CONTENT

#### VIRAL HUB SITE AND WIDGET

#### “Control Vs. Kaos: The Quest for World Domination”



# GETSMART

## NEW MEDIA STRATEGY

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### APPENDIX – OUTREACH/ SYNDICATED CONTENT

#### APPENDIX – DOWNLOADS

##### Offsite Exclusive Wallpapers & Screensaver



##### Exhibitor Exclusive Wallpapers & Screensaver





NEW MEDIA STRATEGY

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APPENDIX – MOBILE

Promotional Mobile Wallpapers

