



Tagline Competition

Down & Dirty Details

- Who: Any student attending the Entertainment Marketing Panel Discussion
- What: Create a Tagline for WEDDING CRASHERS and/or THE GOLDEN COMPASS
- When: Tagline must be submitted via email by midnight on April 6
- Why: The best Tagline will win a fabulous prize and get feedback from two high-level industry executives
- Where: Winners will be announced at the Panel Discussion on Saturday April 12, 12 – 2pm, LNCO 1110

Definition

A Tagline is a short phrase or sentence used in entertainment marketing on the One Sheet (the movie poster) or the DVD Cover Art (the DVD packaging cover) to sum up the film. Some examples of Taglines are:

- In space no one can hear you screamALIEN
- He is afraid. He is alone. He is three million lights years from home.ET
- Look Closer AMERICAN BEAUTY
- Moving at the speed of life, we are bound to collide with each other..... CRASH
- Tonight we dine in Hell!300
- There’s more than one way to lose your life to a serial killer. ZODIAK

For more examples of Taglines go to www.IMPawards.com.

Entertainment Marketing Process

Many people are involved in coming up with the Tagline. The **studio** develops a Creative Brief that details the marketing strategy that will be used to sell the film. An Entertainment Advertising Agency is hired to create a marketing campaign based on the Creative Brief. **Copywriters** working for the Ad Agency are given the Creative Brief and create a list of potential Taglines. That list is pared down by the Creative Director at the Ad Agency and a few contenders are paired with an image to create sample One Sheets or DVD Cover Art. The studio chooses the most effective word and image combination to position the movie within the marketplace.

The Competition

For this competition, you are working as the copywriter to come up with ONE Tagline for WEDDING CRASHERS and/or THE GOLDEN COMPASS. You *may* do a Tagline for each movie.

The Ladder Program’s Board of Advisors

Steven Gary Banks
Writer
Film & Television

Lynelle Kerstine
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New Line Home Entertainment

Laverne McKinnon
President, Television Production
Fifty Cannon Entertainment

James Middleton
Executive Producer
“The Sarah Connor Chronicles”

John Nagowski
President
Paramount Domestic Television



Use the Creative Brief found on the website to see how the studio is positioning the film of your choice. The positioning is different than how the films were initially released. Based on this positioning and a viewing of the film, create a Tagline that conveys the story and supports the positioning.

Because THE GOLDEN COMPASS may not be in a movie theater near you and is not available for rental, you will have to be creative if you have not already seen the film. You can read a brief synopsis and view the trailer at Quicktime.com, Moviefone.com or Rottentomatoes.com. You can also dig around on the web for more plot details - - try aintitcoolnews.com for starters.

Once you have created your Tagline, email your submission to Heidi Heller Banks at hbb@TheLadderProgram.com. Include the Tagline, the name of the film, your name and your phone number in the email. The submission must be received by midnight on April 6th in order to be considered. If you are submitting a Tagline for both films, send TWO separate emails – one for each film.

The winner of the Tagline Competition will be announced at the Entertainment Marketing Panel Discussion on Saturday, April 12 (12-2pm, LNCO 1110). You must be present to win!

If you have any questions about the competition, feel free to email Heidi Heller Banks at hbb@TheLadderProgram.com or call 818.231.6768.

Good luck!

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