



**HOME ENTERTAINMENT
INITIAL RELEASE
DVD COVER ARTWORK STRATEGY**

Target Audience

Primary: Families w/ Children ages 13+

Secondary: Fantasy Film fans (all ages)

Target Audience Profile

The primary audience is Families with Children ages 13+, who appreciate the fantasy and action of *The Golden Compass*, as well as the kid-friendly elements like the young star and talking animals (daemons). These families are drawn to films like *Harry Potter* and the *Chronicles of Narnia*, as they perceive them to be high quality fantasy / adventure films that can be enjoyed by adults as well as kids.

- According to theatrical exit polls, parent attendance skewed slightly male (53%, versus 47% moms), but moms gave the film higher favorable ratings (73% versus 64% for males). Older kids (ages 9-12) gave the film above norm favorable ratings (77%) with those between ages 13-24 giving it lower favorable ratings (62% males, 59% females). All parents and kids primarily described the movie as “entertaining”.

Positioning:

The Golden Compass is an epic fantasy adventure for the whole family, as Lyra Bellaqua journeys to save her friend in a world where animals can talk, witches rule the skies, and an armored polar bear can be a valuable ally.

- Target the family audience who did not see the film in theaters and those who love adventure films like *The Chronicles of Narnia* and *Harry Potter* franchises.
- Key art should be family friendly, but try to keep creative equity generated from the theatrical release awareness.

Tone:

Adventure. Action-filled. Family-friendly. Grand visuals.

Restrictions:

If Daniel Craig is featured, must feature Nicole Kidman in no less than equal position (same size).

Use of any secondary characters (except Dakota Blue Richards as Lyra Belacqua) triggers requirement to feature Nicole Kidman in no less than equal position.

Names that must appear on the DVD Cover Art, above the title in the following order in equal position:

Nicole Kidman
Sam Elliott



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Eva Green
Dakota Blue Richards
with Daniel Craig

Daniel Craig must be listed as “with Daniel Craig” in last position.

**FOR REFERENCE ONLY – THIS IS THE STRATEGY USED FOR THE
ORIGINAL THEATRICAL RELEASE**

Theatrical Target Audience Profile

Primary: Fantasy Film fans (Adults 18-54)
Secondary: Adventure Film fans ages 13+

The primary audience is Adults ages 18-54 who enjoy a broad range of fantasy and adventure films. They are fans of films like *The Lord of the Rings* trilogy and *The Pirates of the Caribbean* films. They will be attracted to the high production quality and the A-List cast of *The Golden Compass*. In addition to films, these adults watch broad action / escapist TV programming such as *Heroes*, *Lost*, and *Bionic Woman*.

Positioning:

The Golden Compass is the story of a parallel world that has been turned upside down by a mysterious secret society, and one girl’s journey to save her friend, and the world she knows, from their grasp. Features amazing special-effects, and an internationally recognized cast including Academy Award-Winner Nicole Kidman (*The Hours*, *Moulin Rouge*, *Cold Mountain*), Daniel Craig (James Bond in *Casino Royale*, *Munich*), and Sam Elliott (*Ghost Rider*, *Hulk*).

Tone:

Epic. Fantasy. Adventure.



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Theatrical Art:



Theatrical Teaser Art:

