

WEDDING CRASHERS
HOME ENTERTAINMENT
RE-RELEASE
DVD COVER ARTWORK STRATEGY

Target Audience

Primary: Women 18-35

Secondary: Adults 18-35 purchasers of *Knocked Up*, *Blades of Glory*, *The 40-Year-Old-Virgin*, *I Now Pronounce You Chuck & Larry* or other edgy, romantic comedies on DVD

Target Audience Profile

The primary audience is women 18-35. These are the women that love Vince Vaughn and Owen Wilson and will see any movie they are in even it's marketed to men primarily. They're very in the know as to what going on in Hollywood and read US Magazine, People, InStyle and Star religiously. They have a DVD collection with a broad range of titles/genres.

Positioning

An edgy, romantic-comedy in the vein of *Knocked Up* or *The 40-Year-Old Virgin* containing endearing, fun-loving moments as well as laugh-out-loud sequences.

- A funny story about young, modern women caught up in two men's adventurous quest for one continuous party.

Tone

Funny. Smart. Romantic. Modern.

Restrictions

Must feature Vince Vaughn and Owen Wilson in equal positions (same sizes).

Use of any secondary characters may not be larger than Vince Vaughn or Owen Wilson.

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

Owen Wilson

Vince Vaughn

with Christopher Walken

Christopher Walken must be listed as "with Christopher Walken" in last position.

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FOR REFERENCE ONLY – THIS IS THE STRATEGY USED FOR THE ORIGINAL DVD RELEASE

Original DVD Release Target Audience Profile

The primary audience is men 25-49 who most likely bought *Old School* on DVD and have watched it many times. They watch sports with their buddies on the weekends, read Maxim and although they may be successful, they grab any chance they can get to relive their younger years before marriage, kids, a job, etc. They're fans of Vince Vaughn and Owen Wilson because they play the characters they want to be – wedding crashers, the guys in *Old School*, cool cops in *Starsky & Hutch*, hipster in *Swingers*, etc. – and their participation in the film is a ringing endorsement.

Positioning:

Hysterical comedy in the vein of *Old School*.

Tone:

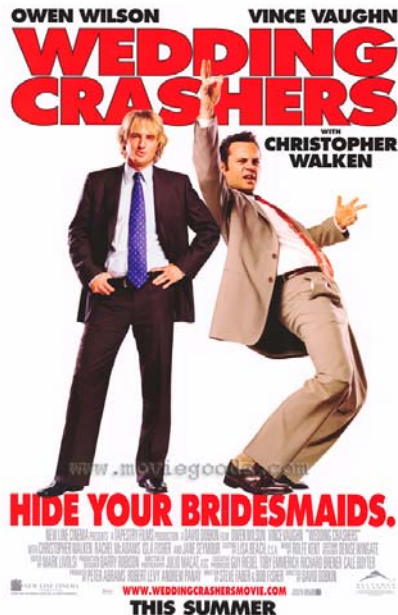
Funny. Hip. Cool.

- Wedding Crashers is the must-own DVD for fun in 2006.
- Available in the Uncorked edition with more laughs – longer, wilder, funnier

Unrated key art:

We need to slightly alter the key art for the unrated version to differentiate it from the theatrical version. The unrated should also have a banner or burst calling out the new version – maybe one of the guys holds up a sign?

Theatrical Poster



DVD Packaging

