

PROMOTIONAL HIGHLEGH



SUMMARY

Movie Jabber's annual Movie Expo is the premiere event for the cinema entertainment industry in Kenya. The Expo highlights the exciting cinematic releases of the year, while creating an entertaining and engaging platform for interaction between fans, theatre owners, technology and the media industry. Movie Jabber's vision is to make the Expo the premiere event of the region, stretching out to the whole of East Africa, featuring both international and local industry players and their content.

The world of pop-culture is never far away from the world of movies! The annual event features comic books, local comic book artistes, gaming, cosplay/masquerade tournaments and many more exciting events that make the Expo a must attend for both fans and industry insiders.



PROMOTIONAL ASPECTS

#MX2016's theme and promotional execution was centered around the biggest gladiator match in history, the most anticipated movie of the year: **Batman v Superman Dawn of Justice**

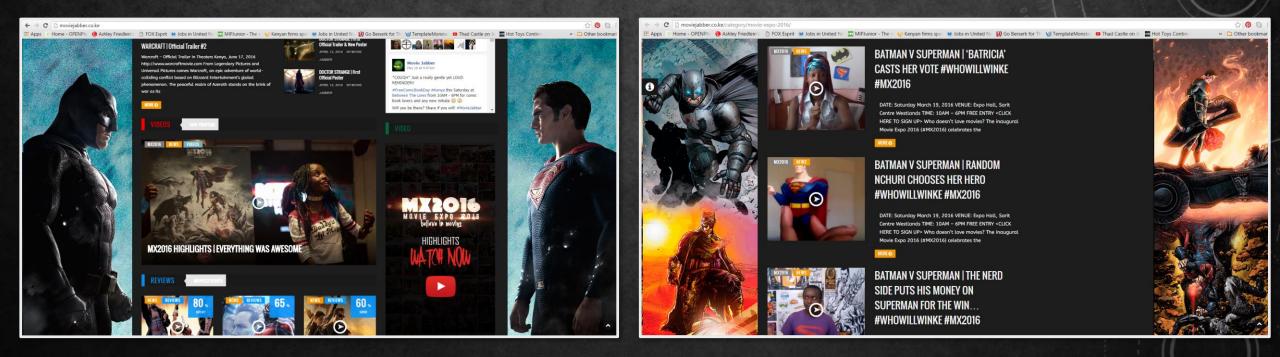
- **1. Digital** campaign and push.
- 2. Movie Expo: The Batman v Superman themed inaugural Movie Expo 2016 aka #MX2016 launch feature presentation on Saturday 19th March 2016.
- 3. Advance Screening: of Batman v Superman on 23rd March 2016 at Century Cinemax Junction.



DIGITAL



BvS Website Skin/Wrap-around on Movie Jabber's Website



Dedicated Batman v Superman page on website Click Here

YOUTUBE COMPETITION (#WHOWILLWINKE)

See entire playlist **HERE**



Kenyan Vloggers are weighing in on the massive showdown between Batman and Superman that we will see later on in Batman v Superman: Dawn of Justice...

We would like to introduce "Batricia" and her take on #WhoWillWin between the two 🙂

Who do you Think will win? Sound off below! #WhoWillWinKE #MX2016



BATMAN v SUPERMAN | 'Batricia' Casts her Vote #WHOWILLWINKE #MX2016

DATE: Saturday March 19, 2016 VENUE: Expo Hall, Sarit Centre Westlands TIME: 10AM - 6PM FREE ENTRY <CLICK HERE TO SIGN UP> Who doesn't love ...

MOVIEJABBER CO KE







SIDE PUTS HIS MUNEY UN SUPERMAN FOR THE WIN... #WHOWILLWINKE #MX2016

DATE: Saturday March 19, 2016 VENUE: Expo Hall, Sarit Centre Westlands TIME: 10AM - 6PM FREE ENTRY <CLICK HERE TO SIGN UP> Who doesn't love movies? The inaugural Movie Expo 2016 (#MX2016) celebrates the



MORE

MORE

BATMAN V SUPERMAN | MASTER JEZI BELIEVES BATMAN WILL WIN! #WHOWILLWINKE #MX2016

DATE: Saturday March 19, 2016 VENUE: Expo Hall, Sarit Centre Westlands TIME: 10AM - 6PM FREE ENTRY Who doesn't love movies? The inaugural Movie Expo 2016 (#MX2016) celebrates the exciting releases of 2016 and



BATMAN V SUPERMAN | Y DOWEDOIT WEIGH IN ON THE BATTLE OF THE ICONS #WHOWILLWINKE #MX2016

"Batman vs Superman is almost upon us. Who will win? Who has the chops to put up a fight? How does Wonder Woman figure in all of this? Will Doomsday just check in





MOVIE EXPO · 2016 pelieve in movies



ABOUT MX2016:

The first Movie Expo of its kind in the region, featuring pop-culture related Products, activities and a sizzle reel showcasing the exciting 2016 film Cinematic release slate.

The event was **Batman v Superman** themed with the DC Films Presentation taking center stage. **Promo Video & YouTube Playlist**



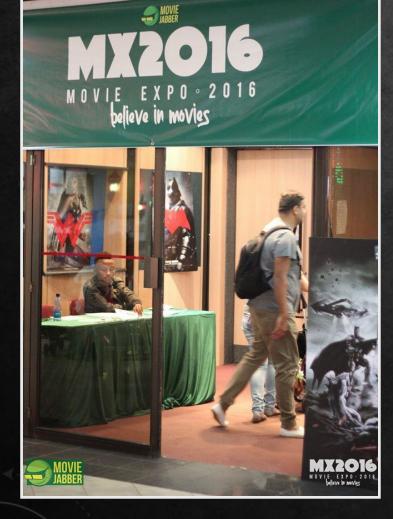


On Ground Activities:

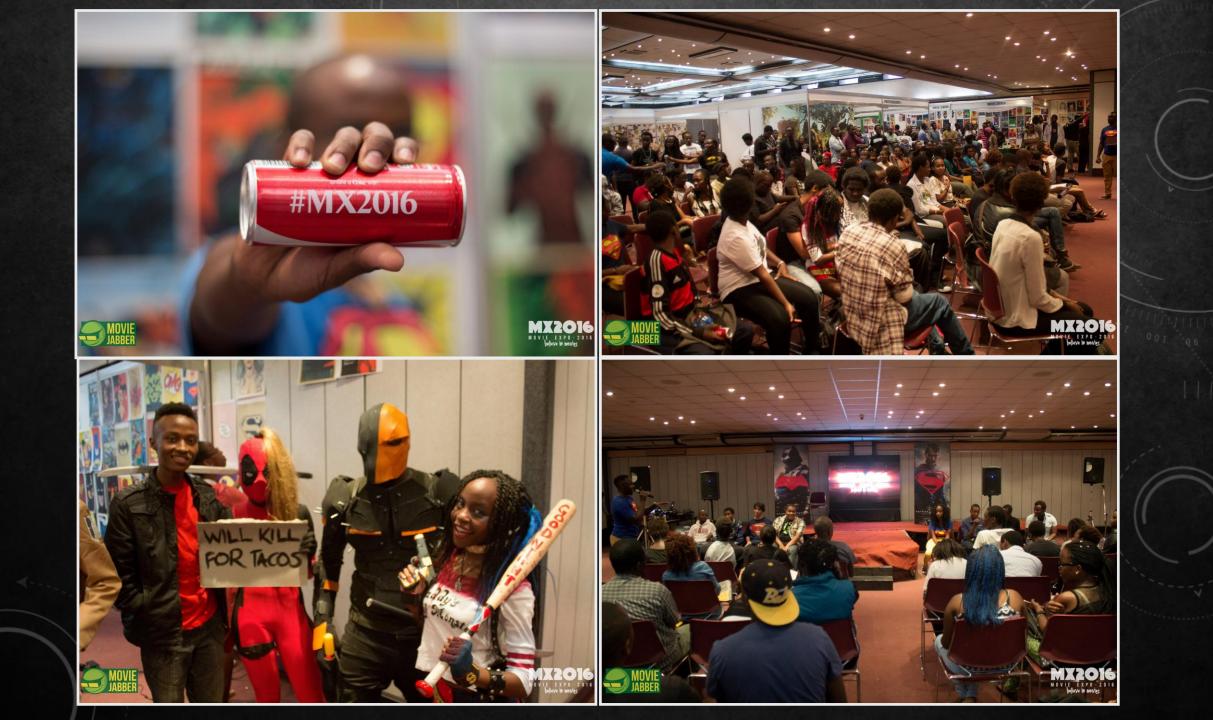
- Centre-stage presentation screen and main stage.
- Booths with exhibitors within the entertainment, gaming, tech and cinema industry.
- Interactive Turkish Airlines lounge and official launch of #FlyToGothamKE and #FlyToMetropolisKE campaign.
- Gaming Tournament: Injustice: Gods Among Us
- > 2016 Cinematic Releases sizzle reel.
- > Official launch of local comic book.
- Selfie-frames: mechanism to encourage user generated content.
- > Official launch of campaign on the main screen prior main feature presentation.
- > Cosplay Tournament.
- > DC Films Presentation, led in by **Batman v Superman trailers**, TV Spots, and Featurettes.

Total Attendance: 2,088 <u>Click for Highlight Video</u> <u>Click for Photo Album</u>









WIDEN YOUR WORLD AIRLINES PARTNERSHIP



SUMMARY

CONCEPT: Metropolis and Gotham City are real destinations and only Turkish Airlines can take you there.

SUMMARY: Turkish Airlines were the official global airline partner of *Batman v Superman*. In Kenya, Turkish Airlines sought to execute an activation that raised awareness on that partnership and one that also brought to life the destinations of Metropolis and Gotham City.

PROMOTION TARGETS:

- 1. Promote Turkish Airlines partnership with **Batman v Superman** across Kenyan cinemas.
- 2. Bring Gotham and Metropolis city to life by promoting the localized *#FlytoGothamKE* and *#FlytoMetropolisKE* campaign across Kenyan cinemas.
- 3. Generate interaction and engagement with the audience around BATMAN v SUPERMAN and Turkish Airlines.

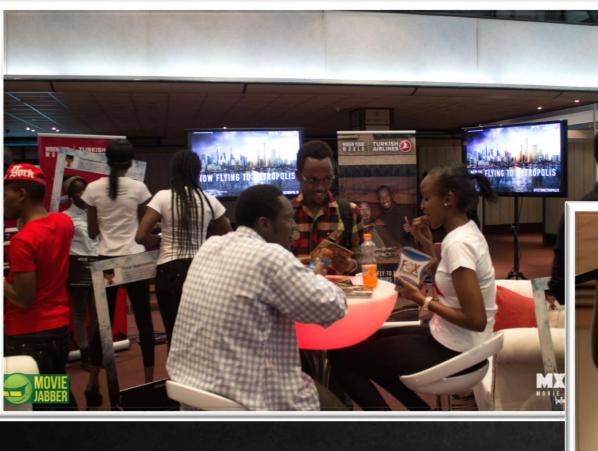


TASKS:

- Officially launch of the localized #FlytoMetropolisKE and #FlyToGothamKE campaign.
- Create a platform for Turkish Airlines brand equity and interaction with fans. Achieved through:
 - Set-up of interactive Turkish Airlines lounge.
 - Models with Turkish Airlines and Batman v Superman branded tops.
 - Display screens playing Turkish Airlines "Fly to Gotham" and "Fly to Metropolis" TVCs.
 - Selfie-frames: mechanism to encourage user generated content.
 - > Official launch of campaign on the main screen prior main feature presentation.



VISUALS:



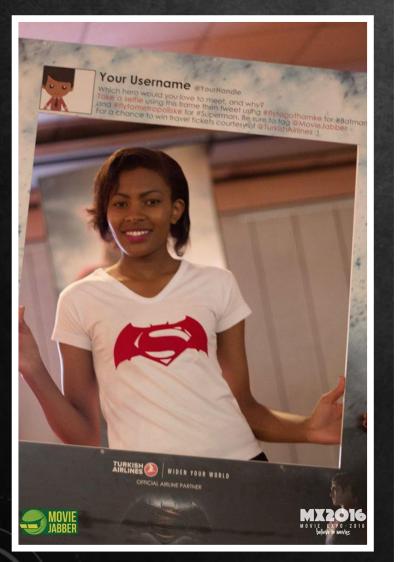


MOVIE JABBER



VISUALS:











Q

• 29 likes

williamzonk So Turkish Airlines were asking BTW Superman and Batman who will win I was like...... BATMAN BECAUSE HE IS BATMAN. yep ask ... more

0





BATMAN V SUPERMAN: ADVANCE SCREENING



All winners at #MX2016 won tickets to the Turkish Airlines hosted special screening of **Batman v** Superman.

KEY POINTS:

- #FlytoGothamKE was the pick of the night and country, reaching #3 and finishing the night at #5 On the <u>Top 5 Trending Hashtags</u> in Kenya. This was totally organic! No paid boosts!
- Live coverage of the event courtesy of urban radio station Capital FM.
- Presence of recognizable media personnel such as Willis Raburu, NTV, #theTrend, Tracy Wanjiru, Laura Walubengu.

Click for Highlight Video





BATMAN V SUPERMAN ADVANCE SCREENING EVENT VISUALS





BATMAN V SUPERMAN ADVANCE SCREENING KEY INFLUENCERS & REACH

SAMPLE KEY INFLUENCERS:

- □ Willis Raburu (Citizen TV Presenter): Twitter: 247,000 Followers; Instagram: 137,000 Followers
- □ NTV Kenya: Twitter: 1.13 Million Followers; Instagram: 173,000 Followers
- □ The Trend: Twitter: 49.6 Thousand Followers; Instagram: 10.8 Thousand Followers

@theTrendLive · Mar 23

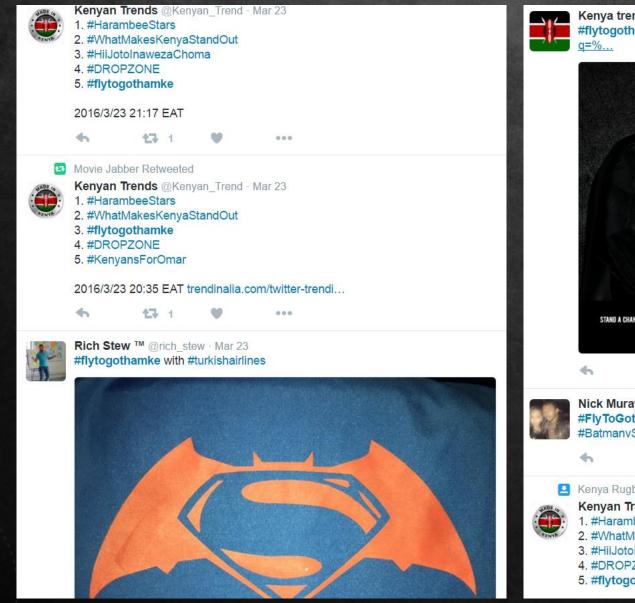
- Laura Walubengo (Senior Web Editor Kenya for DStv Digital Media)
 - Twitter: 1.13 Million Followers; Instagram: 173,000 Followers







BATMAN V SUPERMAN ADVANCE SCREENING SOCIAL MEDIA TRACTION VISUALS

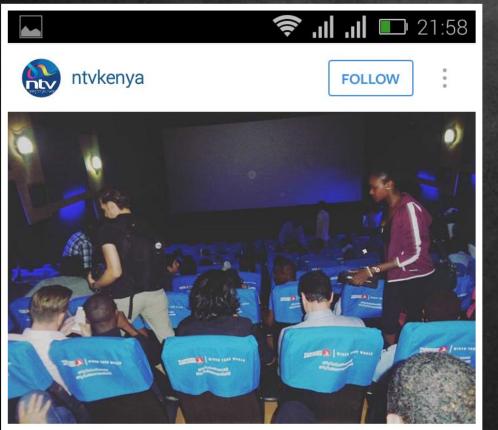


Kenya trending @KenyasTrending · Mar 23 #flytogothamke - top - at #5 - Kenya. Source: <u>hashgurus.com/image.aspx?</u> g=%





BATMAN V SUPERMAN ADVANCE SCREENING SOCIAL MEDIA TRACTION VISUALS



$\heartsuit \bigcirc \land$

328 likes

ntvkenya We about to take off! #BatmanVSuperman #FLYTOGOTHAMKE #FLYTOMETROPOLISKE #BatmanvsSuperman



 $\bigcirc \bigcirc \land \land$

1,673 views

willisraburu Thank you @turkishairlines that was an epic movie! Dawn of Justice #FlytoGothamKE @moviejabber



Willis Raburu @ @WillisRaburu - Mar 23 Check in to Dawn Of Justice Premiere @MovieJabber #FlytoGothamKE #Batman @TurkishAirlines





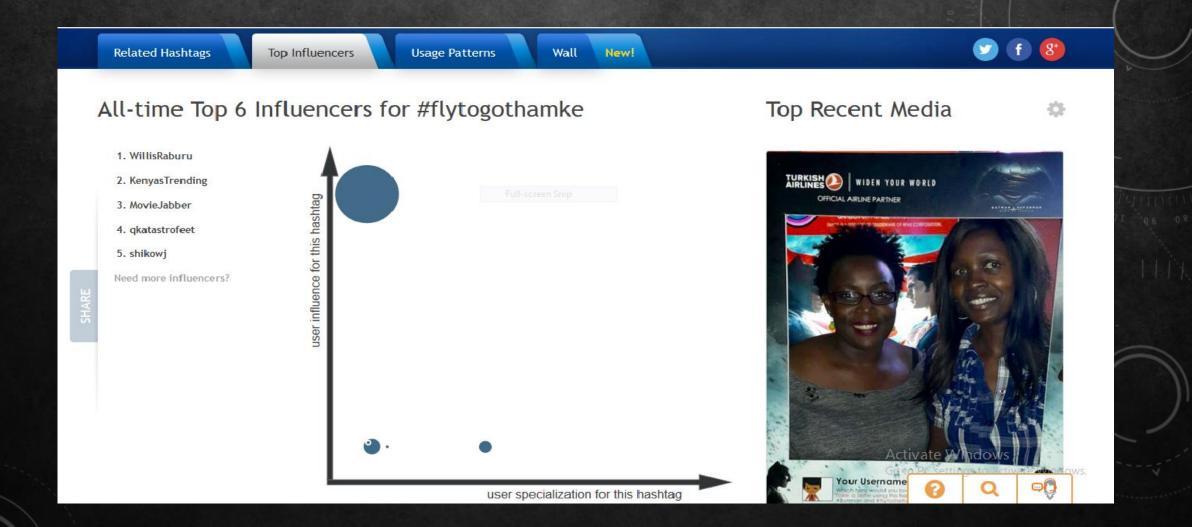
17

....

TOP HASHTAG: #FLYTOGOTHAMKE

TURKISH

WIDEN YOUR WORLD





TOP HASHTAG: #FLYTOGOTHAMKE



Mar 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,434 impressions

#FLYTOGOTHAMKE twitter.com/WillisRaburu/s...

131 91

View Tweet activity





Willis Raburu @WillisRaburu FOLLOWS YOU
Erudite Influencer | Media personality | Social Media
Executive | Corporate MC | Motivational speaker.



Check in to Dawn Of Justice Premiere @MovieJabber #FlytoGothamKE #Batman @TurkishAirlines pic.twitter.com/IEnn59PEZi



user specialization for this hashtag

♠1 **£**35 ♥4

View Tweet

TweetsTweet impressions26035.6KProfile visitsMentions1,936170New followers

MAR 2016 SUMMARY

68

Activate Windows Go to PC settings to activate Windows.





110



Founded in 2011, Movie Jabber is a mass media company and creative agency that creates exciting content and engaging promotional events and products centered around the world of commercial cinema.

We create memorable experiences that enable fans to have fun at, and *with* the movies, while also finding innovative ways for brands to engage with the audience by leveraging on the exciting Hollywood releases and well known iconic characters and properties of the big screen.



BRANDS WE HAVE WORKED WITH





















NOVE SABBER

THANK YOU!

Email: <u>Jotham@moviejabber.co.ke</u>

Mobile: +254 726 821 899

www.moviejabber.co.ke