Project: Shrek 2

- Create a campaign for the television network premiere of Shrek 2

Primary Target:

- Moms with kids ages 8-12
- They still have control over what their children watch on television
- If their child has already seen the movie they were most likely the one to take them to the theater
- Unemployed or employed part-time in order to spend time with her children
- During her free time (which is not often) or while in waiting rooms she reads practical and educational magazines such as Real Simple and Oprah

Secondary Target:

- Kids and teens ages 8-18
- Both people who have seen the movie and those who have not
- With the movie’s impressive theater reviews, those who have already seen Shrek 2 are likely to be sure to catch it again on television

About Shrek 2:

- It is the sequel to the very successful Shrek which appealed to children and adults of all ages
- It is an animated film and a mocking montage of different fairy tales
- Good clean fun with a few adult jokes throughout

Promotional Strategy:

- Utilize the first Shrek movie as a marketing tool
- Take advantage of the movie’s audience age diversity to promote family togetherness. It’s a movie that kids can watch and parents want to watch.
GREY'S ANATOMY

Shrek 2
Invades TV Sunday, March 19th 7 P.M EST
Only on abc
DESPERATE HOUSEWIVES

Shrek 2
Invades TV Sunday, March 19th 7 P.M. EST
Only on ABC
Dancing with the Stars
THURSDAYS 8/7c

SHREK 2
Invades TV Sunday, March 19th 7 P.M EST
Only on abc
1. Andy: The three of us, first-base line, hot dogs, beer, no kids--

2. Dana: Alright, where’s Cheryl? We’ve got a whole day of sucking up to my lovely bride-to-be sister.

3. Cheryl: Jim, you’ve known about this Saturday for weeks; you’re in charge of the kids.

4. Jim: No, we’re not going to the movies, go play outside.
   Ruby: But Shrek said he would take us...
   Jim: Absolutely not, like your mother wouldn’t have a stroke if I sent you out with an Ogre; and besides, Shrek, you’re not on TV until the 19th.
1. Burke: We’ll have to send up and get some results before we know anything for sure. Karev: -but you need to seriously consider treatment options..

2. Burke: How dare you speak to a patient about treatment before they have even been diagnosed? Stick with procedure and get the results first.

3. Stevens: Does anyone know what Webber wants to talk to us all about? I hear the accreditation board is coming through next week.

4. Webber: Now as you may have heard, the accreditation committee will be-Shrek, what are you doing here? You’re not supposed to be on TV until the 19th. I very much doubt the committee members will be impressed by an Ogre performing surgery.
1. Bree: So personally I think they’re hiding something

Gabrielle: But what could it be, do you think there’s really someone in their basement?

2. Susan: I don’t know. All I know is that I heard fighting coming from that house; and it didn’t sound like Betty and Matthew.

3. Lynette: Well, maybe they had relative problems..

(Susan looking puzzled at something at the other end of the table)

4. (Everyone looks at the corner of the table and the camera zooms out to show Shrek sitting at the table)

Bree: Oh Shrek dear, you’re not on television until the 19th.

Shrek: Right...well, I’ve always thought the Applewhites were a little off.
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2. Push edges together to open the tub.
1. Punch popcorn tub out.

Assembly Directions:

4. Fill with your favorite popcorn on Sunday, March 19th and enjoy Shrek 2 on ABC.
3. Pull bottom down and secure tabs into each corresponding slot.

7 P.M. EST

Inades TV Sunday, March 19th

Shrek2
Shrek 2 Popcorn Tub Assembled