

## WARNER BROS TARGETS FILM BUFFS VIA MAGAZINE MEDIA TO CELEBRATE ICONIC FILM RELEASES

90th anniversary celebrations saw reissue of 40 classic films



### AT A GLANCE

<b>OBJECTIVE</b>	Celebrate 90 years of film making
<b>AUDIENCE</b>	Film buffs
<b>PLATFORM</b>	Print, digital
<b>MAGAZINES</b>	Heat, Empire
<b>MEDIA USAGE</b>	Magazines
<b>MEDIA AGENCY</b>	PHD
<b>PUBLISHER</b>	Bauer Media

### BACKGROUND

To celebrate its 90th anniversary, Warner Bros reissued 40 films from its back catalogue, including classics such as Casablanca, Inception, The Bodyguard and The Shining. To create excitement – and introduce a whole new generation to many of the titles – it required a media partner to bring in film buffs and engage the retailers.



## IDEA

"It's a classic!" Almost everyone has a favourite film from the past that they can recall lines from, enthuse about and urge you to watch. It was this passion that Warner Bros wanted to tap into, so as to stir up excitement about the re-release of some of its most-loved movies. Bauer Media's entertainment-based brand platforms Heat and Empire provided the perfect showcase to create the right dialogue.



## EXECUTION

Warner Bros asked renowned Heat film critic Charles Gant and other members of the editorial team to pick their favourites from the 40 re-releases and to share their memories of the movie in a double page spread, headlined as Heat's EPIC film list.

Running over four weeks, the EPIC list pushed traffic to Warner Bros' digital retail partner, Blinkbox. Additionally, on celeb website Heatworld, Tweet-A-Thon was positioned as a party, encouraging readers to get involved and win a prize, creating dialogue around the anniversary films.

A double page spread in Empire presented the 40 re-releases as a list which enabled readers to compare their viewing record, rediscover classics and new ones. Alongside this, a six-page feature on '90 years of Warner Bros in nine iconic objects', pored over exclusive artefacts such as James Dean's costumes and the Harry Potter quidditch set.

In parallel, empire.co.uk likewise focused on reviews of the 40 re-released films and a click-through to buy the titles. Empire's Facebook invited readers to vote for their favourites and win prizes.

## RESULTS

Film fans responded very positively to the stirring of nostalgia, trivia, repartee and all round movie excellence. 16 editorial tweets in Heat resulted in a 14 per cent response among readers tweeting their own favourites, classic lines and fond observations. A competition on the Empire Facebook app realised almost 12k entries. And the Bauer Media platforms drove more than their fair share of sales of DVD re-releases, Blu-Ray boxsets, digital downloads, reissued tribute posters and other memorabilia.

