

Think Jam Campaign Objectives

- To utilise the high calibre talent of the Academy Award-nominated director, Agnieszka Holland, as a draw to journalists and fans
- Generate sustained coverage on key mainstream and niche/tastemakers sites
- Utilise clips, stills and materials available to heighten interest within the indie/art house and broadsheet audiences
- Targeted features to raise awareness of foreign language and quality art house films within the mainstream audience and garner maximum exposure
- Establish the In Darkness Facebook page, generating fans and awareness in the Polish community within the UK whilst highlighting the 'true story' angle of the film

Key Campaign Highlights

- To kick start the campaign, the UK trailer and poster were simultaneously launched on the popular film site **Empire Online**
- Extensive coverage was achieved through interviews with Agnieszka Holland and Robert Wiêckiewicz on the following sites: **Telegraph Online, The Huffington Post, Sky Movies, Birds Eye View, Little White Lies, This is Fake DIY, Cinemart Online, Find Any Film** and **Flick Feast**
- Exclusive clips were used to target mainstream audiences and homepage placements were achieved on key sites including **Total Film, The Huffington Post** and **Hey U Guys**
- The trailer featured on 38 broad-reach online outlets creating an initial buzz, with reviews featuring on 27 sites sustaining an interest across indie/art house, film and broadsheet audiences
- Total estimated media value for the online campaign exceeded £200,000

Facebook Highlights

- The objective was to drive fans to the Facebook page, targeting the important Polish-speaking community. This was achieved as the majority of the users were Polish - a total of 1,119 out of 1,806
- A ticket giveaway competition to an exclusive Q&A screening with the lead Robert Wieckiewicz was used to attract further fans, receiving 428 entries.

Facebook Highlights (cont.d)

- On day of release, the Page stood at 1,702 fans, with 346 people 'Talking About' the Page over the week of release. This generated a reach of 69,024.
- The posts that most engaged the fans were the image gallery, trailer and interview with director Agnieszka Holland on the popular site IndieWire.
- However, the posts that received the most reach were the 4 star review from Mild Concern, the FindAnyFilm interview with Agnieszka Holland and the exclusive clip on The Huffington Post - all coverage generated by Think Jam

Learnings

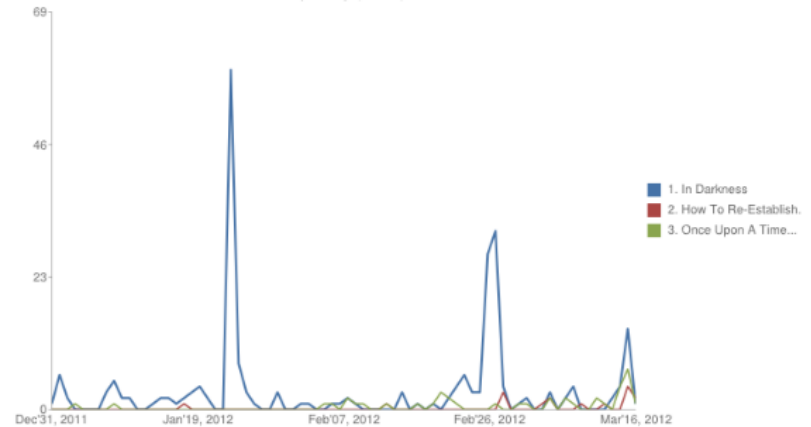
- Additional filmed interview time with Agnieszka Holland would have been beneficial to help negotiate stand-out on more of the mainstream sites.
- Local language Facebook ads worked really well to target our key Polish audience

Share of Voice

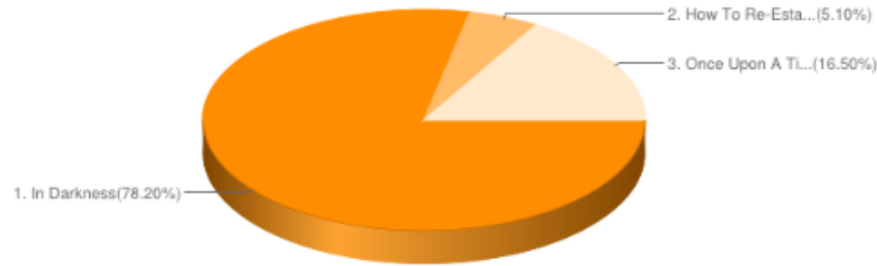
Films compared: In Darkness, How to Re-Establish A
Vodka Empire, Once Upon A Time in Anatolia

- When comparing In Darkness to the other foreign language releases on the day of release, it took the majority share of mentions over all platforms
- Mentions for In Darkness were strongest in news – when looking at the peaks in news mentions it’s clear that this is because of conversation surrounding the Academy Awards during nomination announcements and when reviews broke

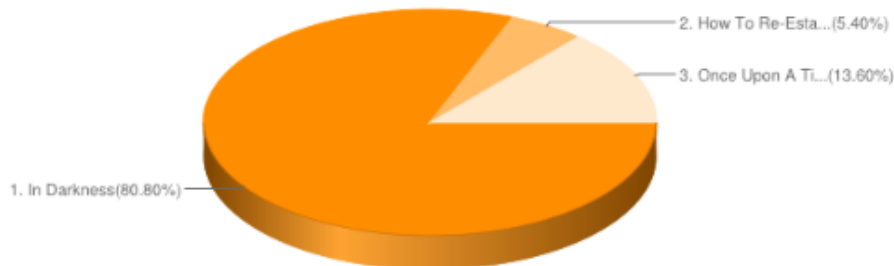
NEWS PEAKS



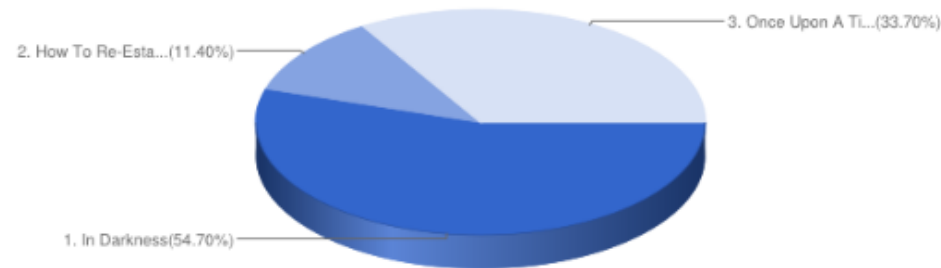
SHARE OF VOICE - BLOGS



SHARE OF VOICE - NEWS



SHARE OF VOICE - OVERALL



Summary Overview

Total number of sites featuring coverage during the campaign	57
Total number of pieces of coverage	82
Junket	11
Asset Exclusives	4
Reviews	27
Homepages	35
Competitions	4
Features	3
Total media value of key promotions, exclusive breaks and features	£222,815

Disclaimer:

All Think Jam media values are estimated using page impression and unique user figures from Google ad planner to ensure consistency of data across all sites. Homepage placements are calculated by taking the average daily page impressions for the site and assuming that 60% of site page impressions will be for the homepage. Homepage impressions are divided by 1000 and multiplied by an average cost per thousand (cpm) of £10. Secondary tier channels (movies, showbiz, lifestyle etc) are calculated using an average cpm of £5. All site data is updated on a monthly basis so our media values reflect the most up to date figures available.

Facebook and Twitter promotions with partners are evaluated at £10 per thousand fans or followers. Newsletter coverage is evaluated at £20 per thousand recipients.

Agreed Campaign Activity

- Trailer and poster exclusives and syndication
- Exclusive assets x1
- Features x 3
- Junket
- Video hosting and encoding
- Press centre –updates, journalist management, clipping and reporting, buzz monitoring

Actual Campaign Activity

- Poster exclusive with simultaneous trailer launch and syndication
- Exclusive assets x3
- Competitions x 4
- Features x 3
- Partner Facebook polls x 2
- Junket / Talent activity
- Video hosting and encoding
- Press centre –updates, journalist management, clipping and reporting, buzz monitoring

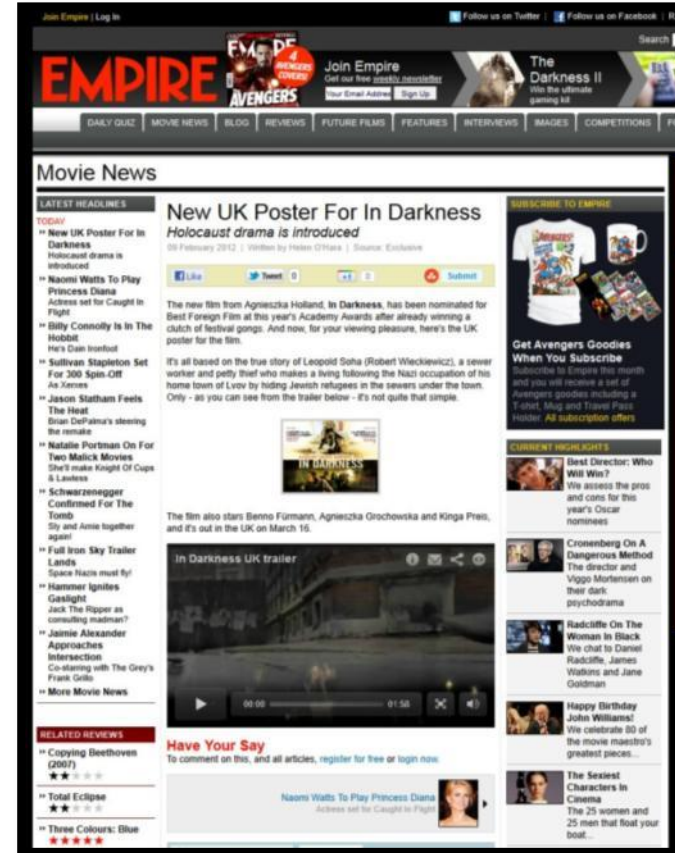
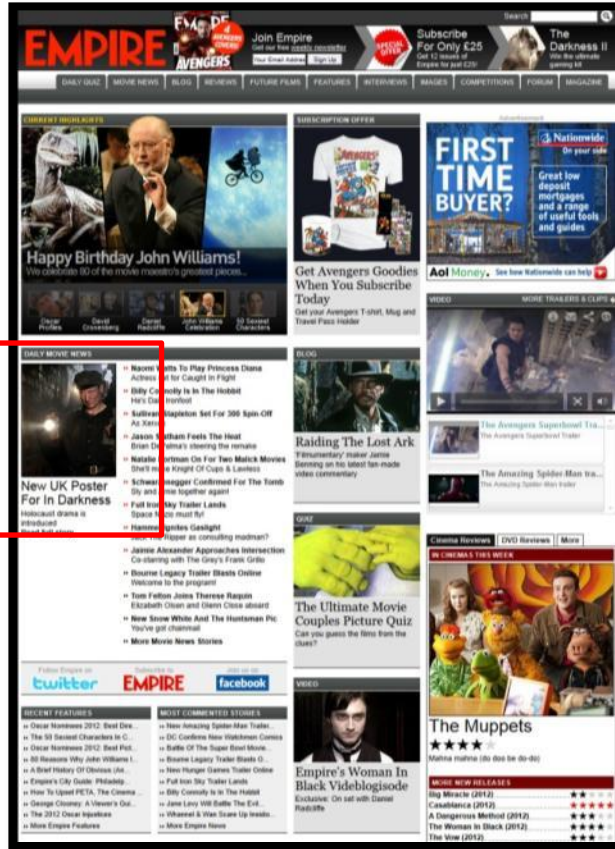
To view the extensive coverage for the campaign, please see our online reporting system:

<http://publicity.thinkjam.com/>

Username: metrodome

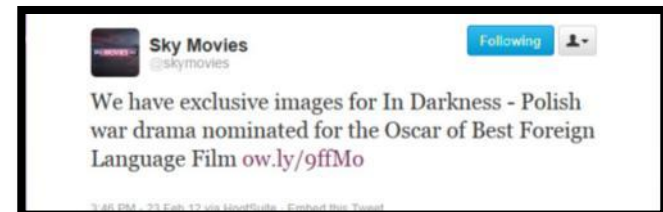
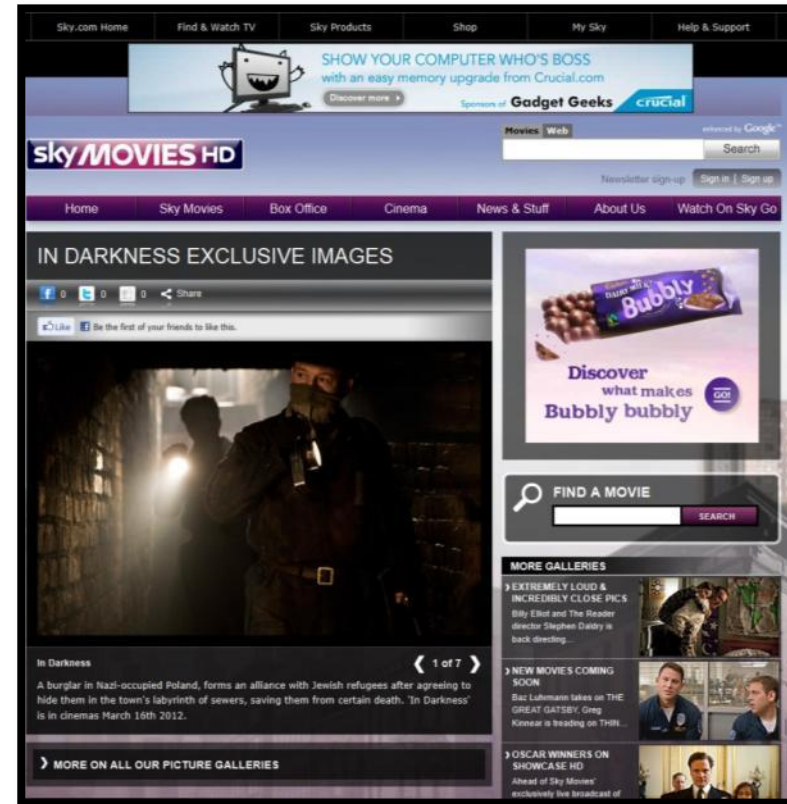
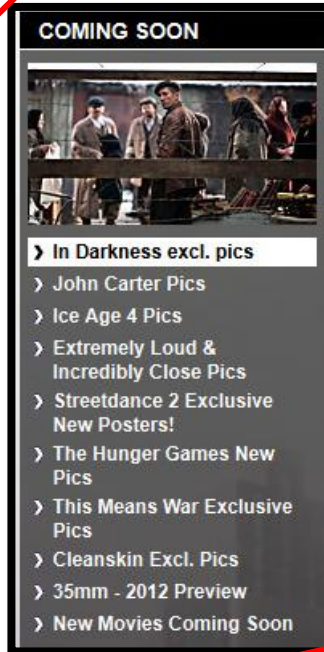
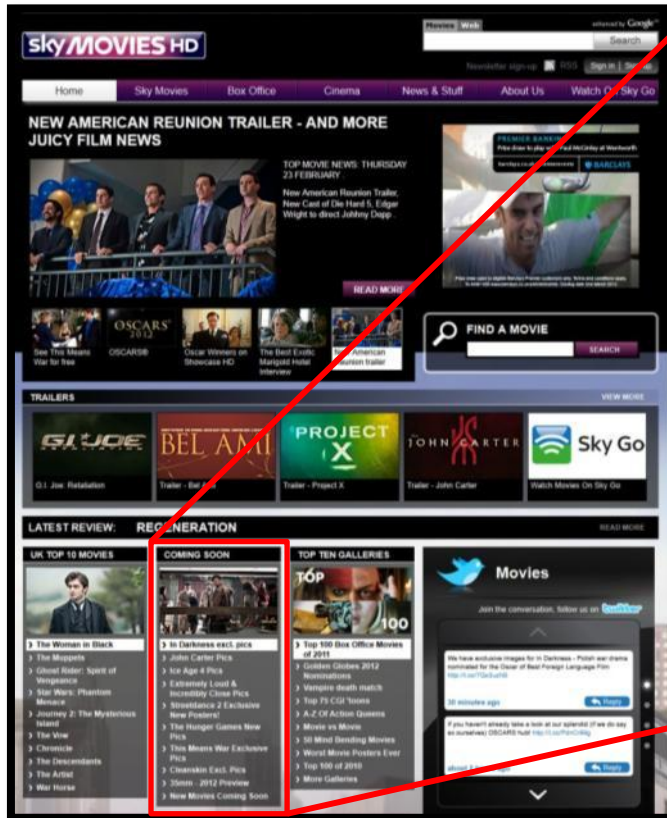
Password: metroaccess

UK Trailer & Poster Exclusive – Empire Online



Site description: Film
Notable: Homepage
Unique users: 290,000
Coverage: Homepage, news homepage
Coverage duration: 3 days
Estimated media value: £2,761

Exclusive Image Gallery – Sky Movies



Site description: Portal

Notable: Homepage

Unique users: 510,000

Coverage: Homepage, Gallery homepage, Facebook, Twitter

Coverage duration: 35 days

Estimated media value: £16,590

Clip Exclusive – Hey U Guys

HEY U GUYS REACTION SHOT
WHICH FILMS COULD WORK AS POST-CONVERSION 3D?

Exclusive Clip from Oscar Nominated Best Foreign Film 'In Darkness'
In Darkness was recently nominated for Best Foreign Film at the Oscars this past weekend for Best Foreign Language Film which is testament to it's awesomeness! The movie stars Robert Wackiewicz, Benno Fürmann, Agnieszka Grochowska, Maria Schrader, Herbert Knaup, Marcin Bosak and is directed by Agnieszka Holland. Have a watch of the clip embedded below. [...]

Project X Review
Imagine knowing the party you've always dreamed of is a venue primed for purpose - party neighbours and law-enforcement aside. Imagine all the coolest people attending and dancing to some kick-ass tunes. It's the stuff of decadent dreams that this out-of-control judgement levels off, tapping into a real deep-rooted desire from our days of [...]

John Carter Review
Given the wide influence the John Carter books have had on the world of cinema there was a certain sense of anticipation, as images, trailers and plot details leaked out, that the movie would feel, somewhat perversely, like a right-off of all the stories it had inspired. As it turns out, we needn't have worried. [...]

Immortals - DVD Review
Ancient Greece. Theocrat (Henry Cavill), a heroic but mortal man is chosen by Zeus (Luke Evans) to lead the fight against King Hyperion (Rickley Rouvenel), who is searching for the Gates of Hell in order to be able to unleash the Titans, held bound in the base of Mount Tartarus. **** Sarsen Singh is undoubtedly a [...]

UK Cinema Release Round-up - 2nd March
Now that all that pesky Oscar business is out of the way, Hollywood is once again peering itself up for the ever-expanding blockbuster season. On the horizon is a summer packed with numerous big budget movies ranging from Superhero sequels to Sci-Fi epics and not forgetting certain board-game related mayhems as well. These next few [...]

Sherlock Complete Series Blu-ray Review
Thrusting the personas of Sherlock Holmes and John [...]

Surprise your loved one

Exclusive Clip from Oscar Nominated Best Foreign Film 'In Darkness'
In Darkness was recently nominated for Best Foreign Film at the Oscars this past weekend for Best Foreign Language Film which is testament to it's awesomeness! The movie stars Robert Wackiewicz, Benno Fürmann, Agnieszka Grochowska, Maria Schrader, Herbert Knaup, Marcin Bosak and is directed by Agnieszka Holland. Have a watch of the clip embedded below. [...]

Thank you

HeyUGuys Most Popular Posts

- The Rejected Star Wars Merchandise that Never Made it to Your Home
- Top Ten Casting LFF 2011: The Guardians Which Paid Off
- Arts Review

HeyUGuys

Exclusive Clip from Oscar Nominated Best Foreign Film 'In Darkness'
In Darkness was recently nominated for Best Foreign Film at the Oscars this past weekend for Best Foreign Language Film which is testament to it's awesomeness! The movie stars Robert Wackiewicz, Benno Fürmann, Agnieszka Grochowska, Maria Schrader, Herbert Knaup, Marcin Bosak and is directed by Agnieszka Holland. Have a watch of the clip embedded below. [...]

Source: HeyUGuys
Published: 2012-03-02 12:00:01 GMT

Like · Comment · Share · Share · about a minute ago via RSS Graffiti

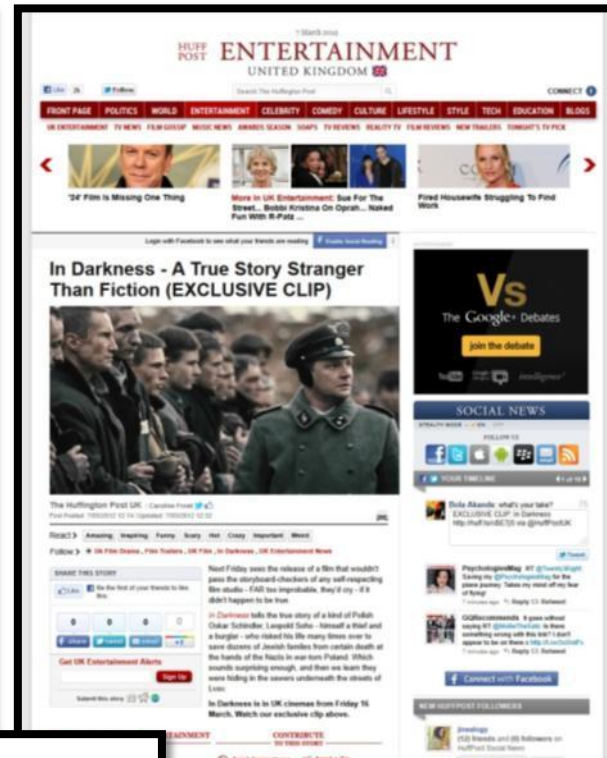
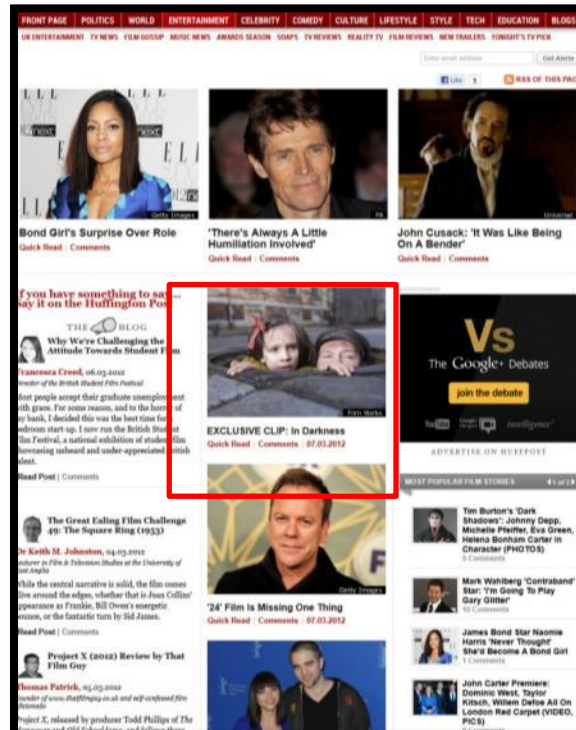
HeyUGuys Movie News

Exclusive Clip from Oscar Nominated Best Foreign Film 'In Darkness'
goo.gl/fb/wMPJv

1 RETWEET 1 FAVORITE

Site description: Blog
Notable: Homepage
Unique users: 63,000
Coverage: Homepage, News homepage, Twitter, Facebook
Coverage duration: 2 days
Estimated media value: £358

Clip Exclusive – The Huffington Post



Site description: News

Notable: Entertainment Homepage

Unique users 4,100,000

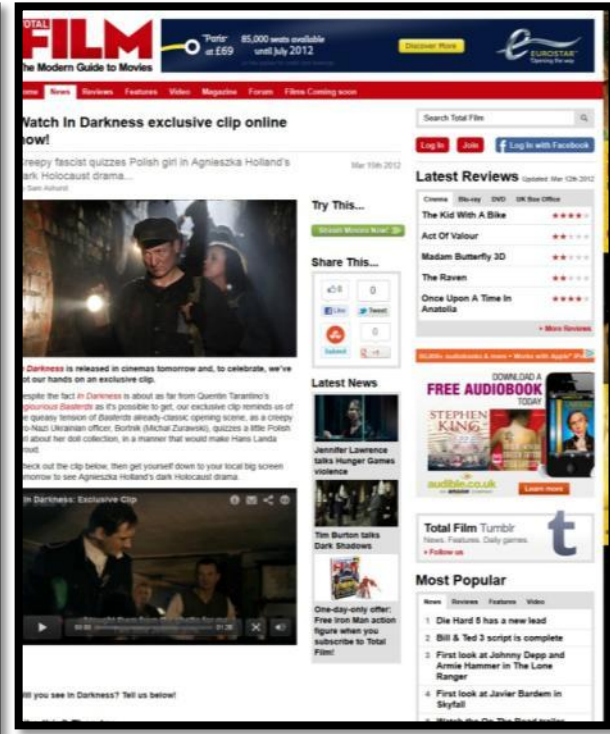
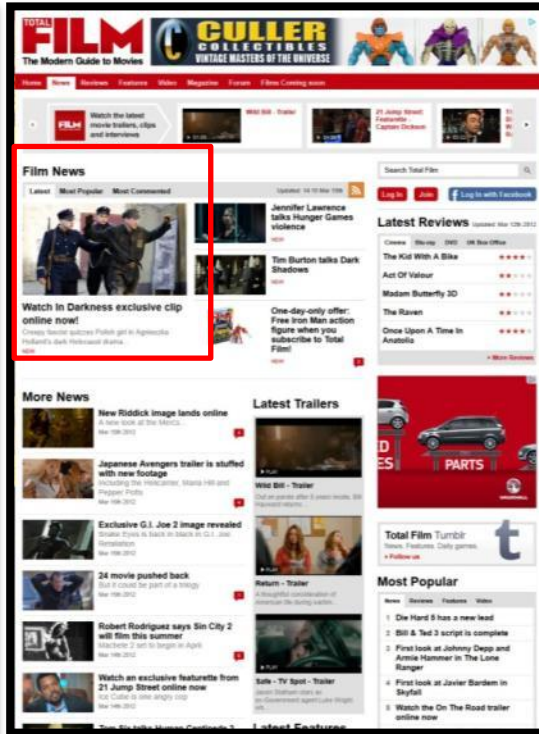
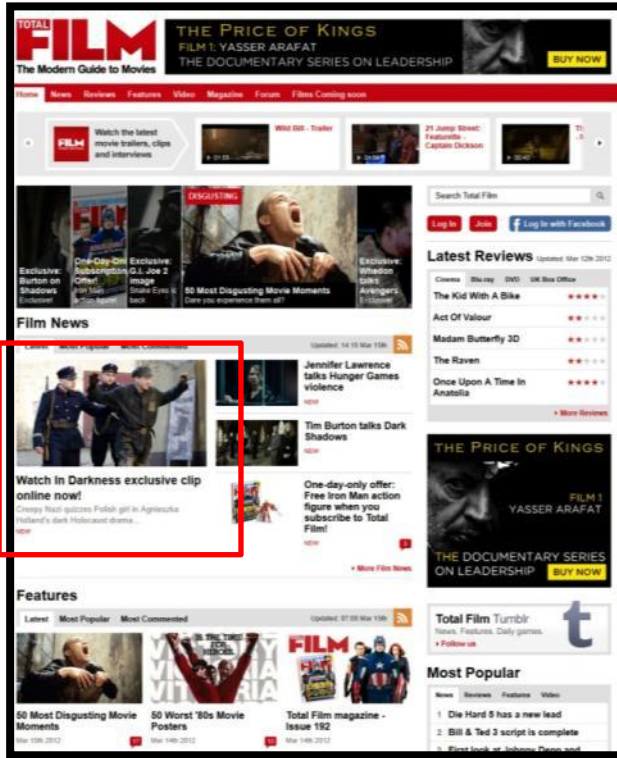
Coverage: Entertainment homepage, Film homepage, UK film drama homepage, Film trailer homepage, Facebook page, Twitter, Entertainment twitter and Newsletter

Coverage duration: 3 days

Estimated media value: £12,590

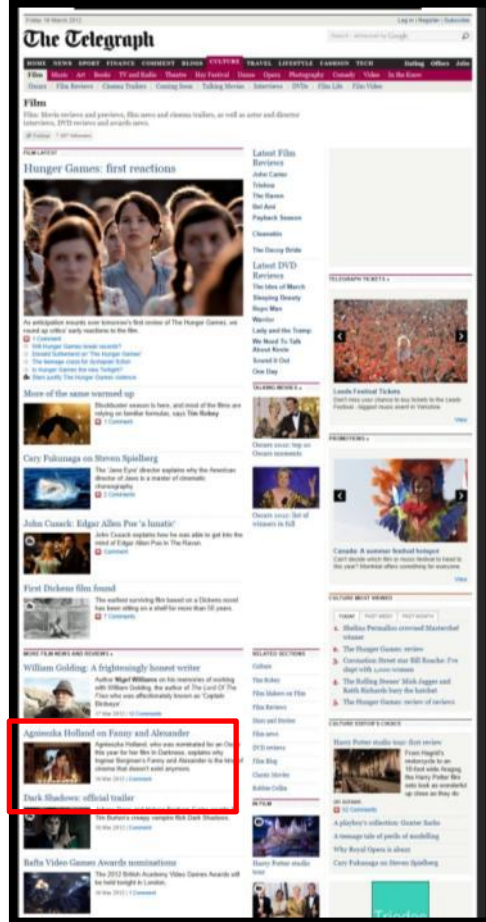


Clip Exclusive – Total Film



Site description: Film
Notable: Homepage
Unique Darkers users: 140,000
Coverage: Homepage, News homepage, Twitter
Coverage duration: 3 days
Estimated media value: £2,494

Agnieszka Holland interview – Telegraph Online



Site description: Broadsheet

Notable: Culture Homepage

Unique users: 3,200,000

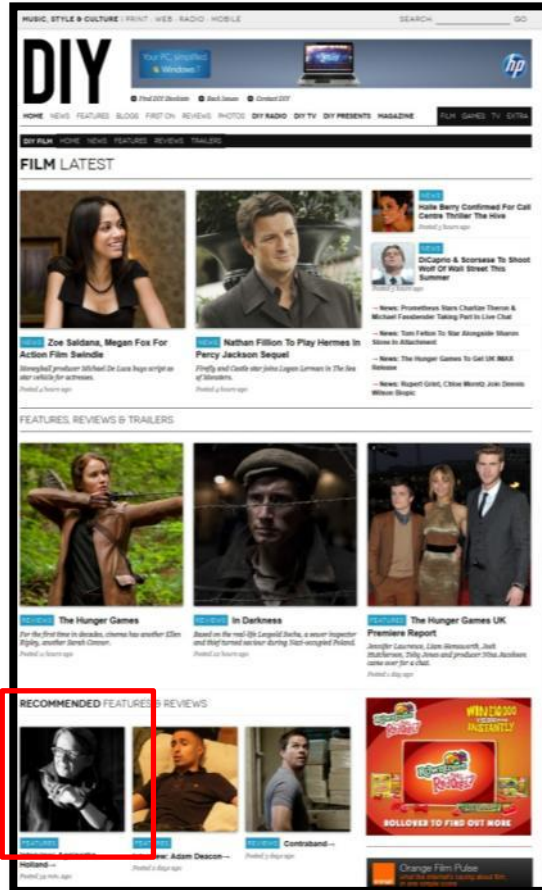
Coverage: Homepage, Culture Homepage, Film homepage, Interview homepage

Coverage duration: 4 days

Estimated media value: £183,029



Agnieszka Holland interview – This Is Fake DIY



Site description: Tastemaker

Notable: Homepage

Unique users: 100,000

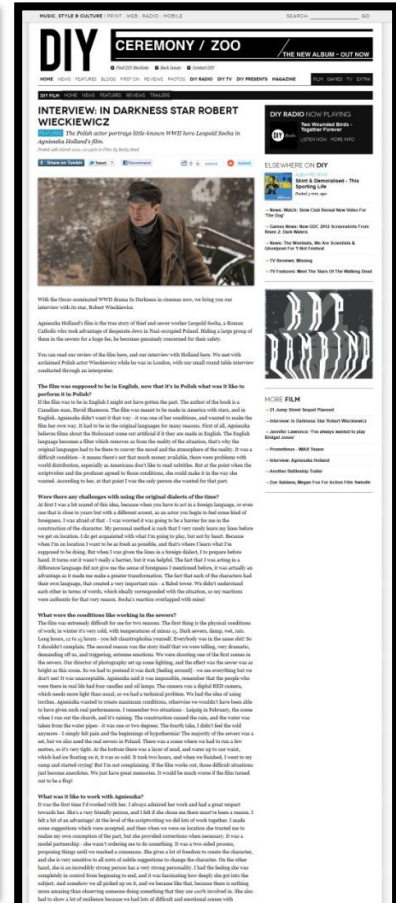
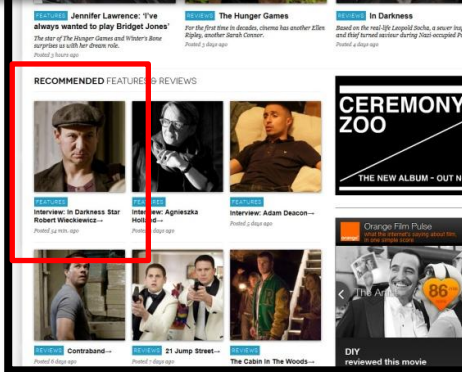
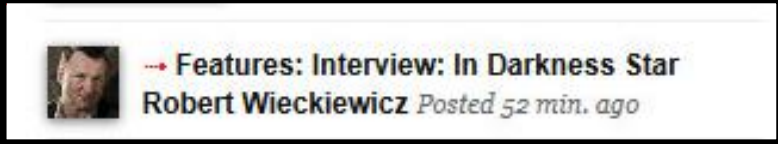
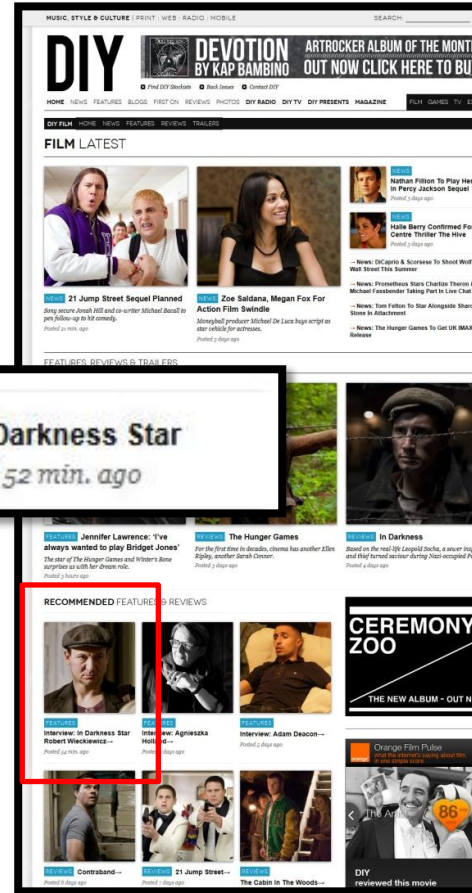
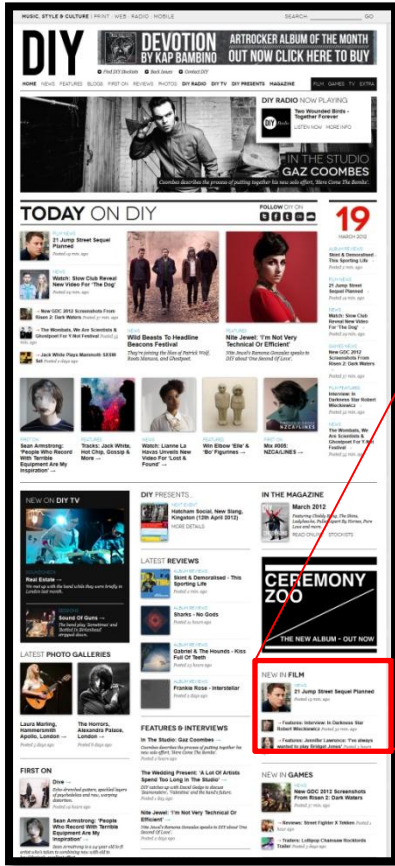
Coverage: Homepage, Film homepage, Features homepage, Twitter

Coverage duration: 4 days

Estimated media value: £302



Robert Wiêckiewicz interview – This Is Fake DIY



Site description: Film
Notable: Homepage
Unique users: 100,000
Coverage: Homepage, Film homepage, Features homepage, Twitter
Coverage duration: 4 days
Estimated media value: £335



Agnieszka Holland interview – Little White Lies

INTERVIEWS

Agnieszka Holland

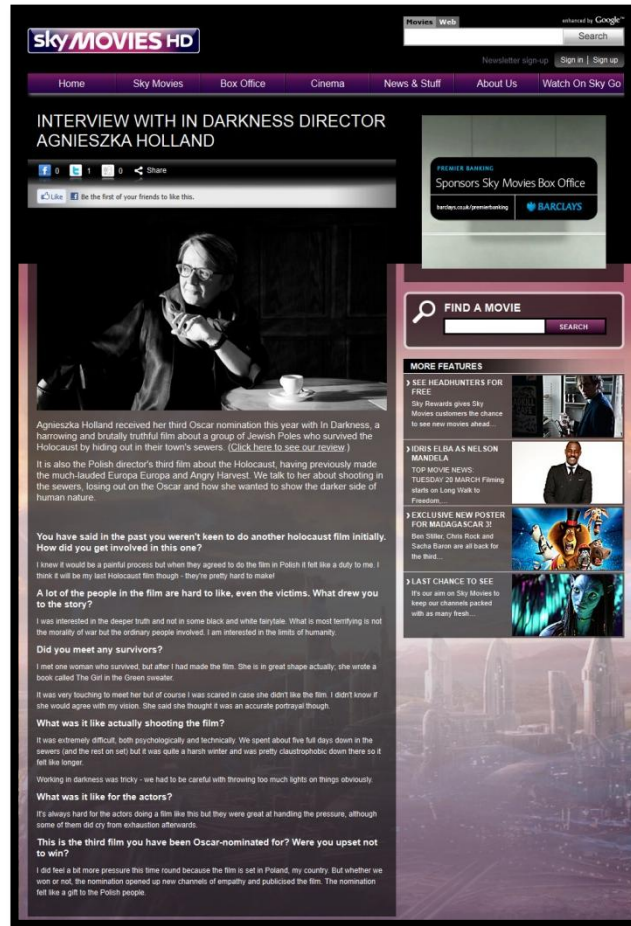
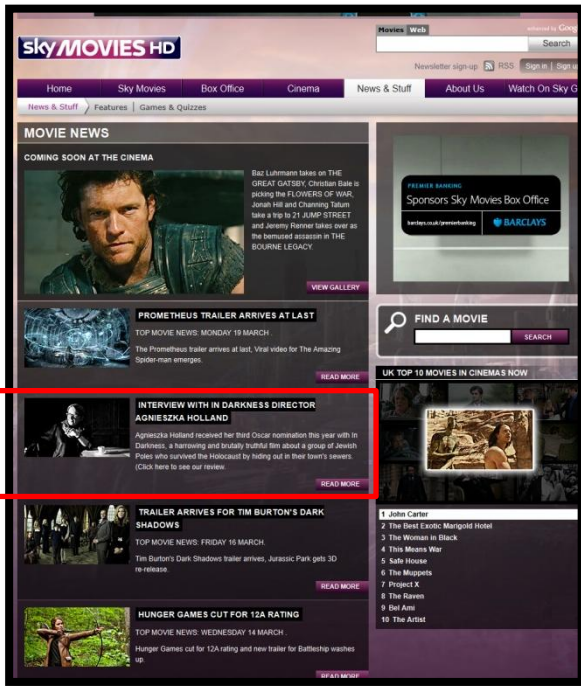
The In Darkness director talks about shedding new light on a traumatising chapter in Poland's history.



Site description: Film
Notable: Homepage
Unique users: 14,000
Coverage: Homepage, Interview homepage
Coverage duration: 4 days
Estimated media value: £84



Agnieszka Holland interview – Sky Movies



Site description: Film

Notable: News homepage

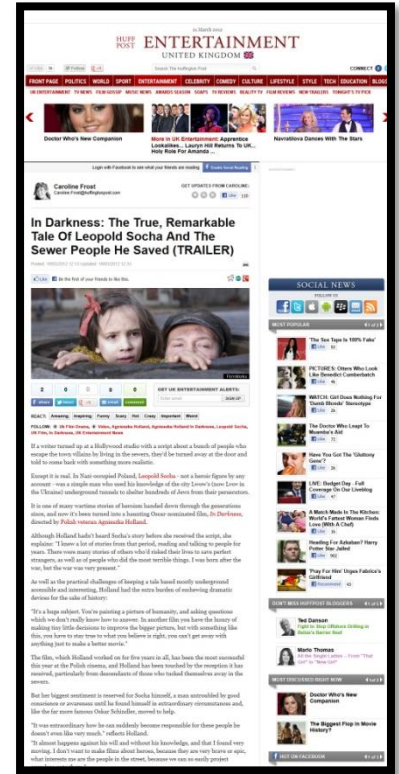
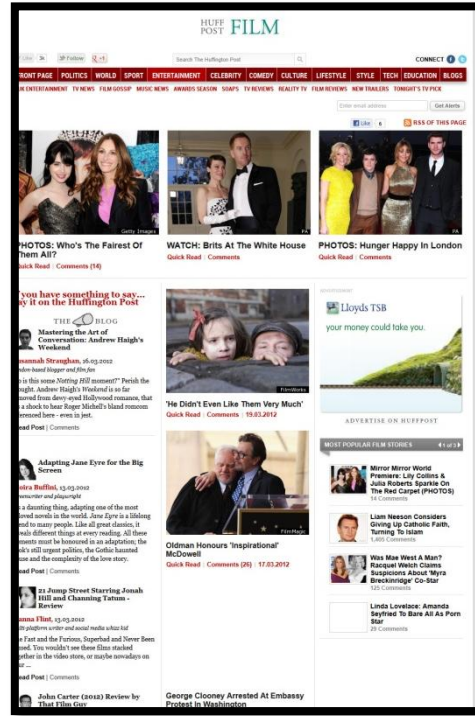
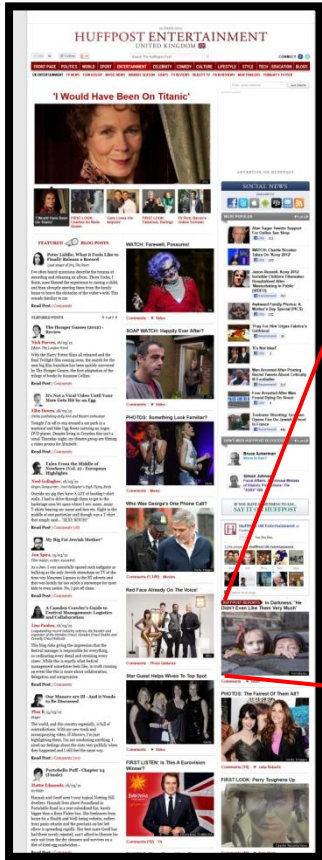
Unique users: 510,000

Coverage: News homepage, Twitter

Coverage duration: 4 days

Estimated media value: £968

Agnieszka Holland interview – The Huffington Post



Site description: News

Notable: Entertainment homepage

Unique users: 4,100,000

Coverage: Entertainment homepage, Film magazine, Twitter

Coverage duration: 4 days

Estimated media value: £3,304



Agnieszka Holland interview – Birds Eye View

Celebrating women filmmakers

Home Festival About us First Weekenders Tours Training News

A glamorous bunch with impeccable taste in movies Times Fabulous festival with a killer bill Cosmopolitan Smart, sexy & subversive Guardian

What a Blast!: BEV Springs Gala 2012

BFI Made in Britain Season, 23 April

BEV Partners with BFI Film Festival

BEV Interviews Director Agnieszka Holland

News

Subscribe to News

Newsletter

Press & Media

Connect

Gallery

Support Us

BEV Partners with HRWF 2012

BEV Springs Photos Now Up!

Sound & Silents Tour

Join BEV's friends scheme, the Nest

Home Festival About us First Weekenders Tours Training News

BEV news

...bringing you the latest news, views and fun from the world of Birds Eye View

Search BEV News

Latest

BEV Interviews Director Agnieszka Holland

BEV Partners with BFI Film Festival

BEV Interviews Director Agnieszka Holland

Categories

Press & Media

Gallery

Community

Home Festival About us First Weekenders Tours Training News

BEV news

...bringing you the latest news, views and fun from the world of Birds Eye View

Search BEV News

Latest

BEV Interviews Director Agnieszka Holland

BEV Partners with BFI Film Festival

BEV Interviews Director Agnieszka Holland

Categories

Press & Media

Gallery

Community

Site description: Film

Notable: News homepage

Unique users: N/A

Coverage: Homepage, News homepage, Dedicated page,

Facebook

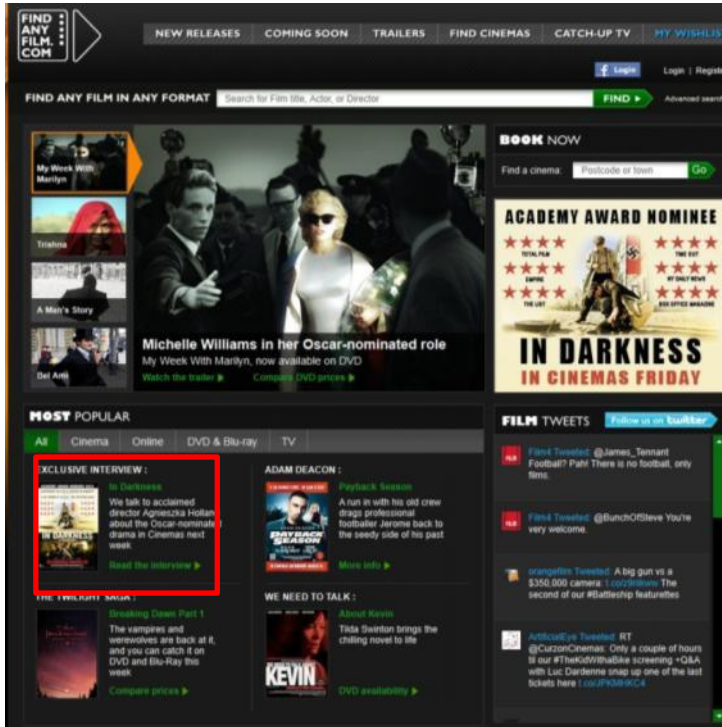
Coverage duration: 4 days

Birds Eye View Film Festival · 3,468 likes this

In Darkness - latest release from Oscar nominated director Agnieszka Holland - is out TODAY. BEV's own Sonia Zadurán catches up with Agnieszka: BEV Interviews Director Agnieszka Holland | Birds Eye View www.birdseyeview.co.uk

It always helps the movie and it's nice recognition. For me professionally, it wakes up a desire to send me some material, which I received a lot of recently.

Agnieszka Holland interview – FindAnyFilm



Site description: Film Portal

Notable: Homepage

Unique users: TBC

Coverage: Homepage: Homepage and dedicated page

Coverage duration: 7 days

Robert Więckiewicz interview – Cinemart-Online

The screenshot shows the Cinemart website homepage. The main navigation bar includes 'ABOUT US', 'ABOUT CINEMA', 'FILM REVIEWS', 'FEATURES', 'INTERVIEWS', 'NEWS', 'POSTERS', 'TRAILERS & CLIPS'. The featured article is 'Interview: Actor Robert Więckiewicz Discusses IN DARKNESS' dated March 14, 2012, by Mariah Roche, with 8 comments. Below the article are sections for 'Interview: Agnieszka Holland' and 'Interview: EVIDENCE Director Ryan McCoy Talks Found Footage Horror'. A 'THIS IS THE NEWS' section lists 'New TV Spoil Leads for Jason Mathias Actor SAFE' and 'Zombie Review On the Horror Channel Next Month'. A 'Must See Trailer for Vampire Hit BLOOD SAIG' is also featured.

This screenshot shows a different view of the Cinemart website, focusing on the interview article and related content. The main article is 'Interview: Actor Robert Więckiewicz Discusses IN DARKNESS' dated March 14, 2012, by Mariah Roche, with 8 comments. Below it are sections for 'Bonnet Slides Through the Years - Who Did The Best?' and 'Devil Inside: The Rise of Demonic Possession Cinema'. A 'THIS IS THE NEWS' section lists 'New TV Spoil Leads for Jason Mathias Actor SAFE' and 'Zombie Review On the Horror Channel Next Month'. A 'Must See Trailer for Vampire Hit BLOOD SAIG' is also featured.

This screenshot shows another view of the Cinemart website, focusing on the interview article and related content. The main article is 'Interview: Actor Robert Więckiewicz Discusses IN DARKNESS' dated March 14, 2012, by Mariah Roche, with 8 comments. Below it are sections for 'Bonnet Slides Through the Years - Who Did The Best?' and 'Devil Inside: The Rise of Demonic Possession Cinema'. A 'THIS IS THE NEWS' section lists 'New TV Spoil Leads for Jason Mathias Actor SAFE' and 'Zombie Review On the Horror Channel Next Month'. A 'Must See Trailer for Vampire Hit BLOOD SAIG' is also featured.

Site description: Blog

Notable: Homepage

Unique users: TBC

Coverage: Homepage and Interview homepage

Coverage duration: 4 days



IN DARKNESS: Robert-Wieckiewicz Interviewed:
cinemart-online.co.uk/2012/03/14/int...



Interview: Actor Robert Wieckiewicz Discusses IN DARKNESS: t.co/Vy44Mgoi



Agnieszka Holland interview – Cinemart-Online



Site description: Blog

Notable: Homepage

Unique users: TBC

Coverage: Homepage and Interview homepage

Coverage duration: 5 days

Robert Wiêckiewicz interview – FlickFeast

Site description: Blog

Notable: Homepage

Unique users: TBC

Coverage: Homepage: Homepage, Spotlight homepage, Twitter

Coverage duration: 4 days

Preview Screening Competitions – Culture Critic & LOVEFiLM



Site description: Tastemaker

Notable: Homepage

Unique users : N/A

Coverage: Homepage, Competition homepage, Facebook, Twitter

Coverage duration: 3 days

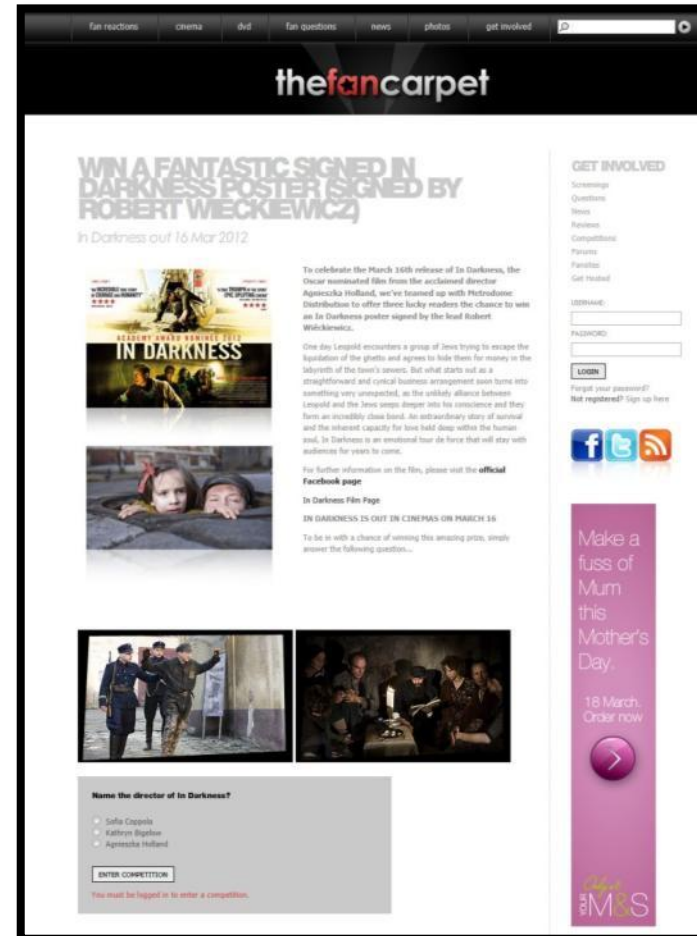
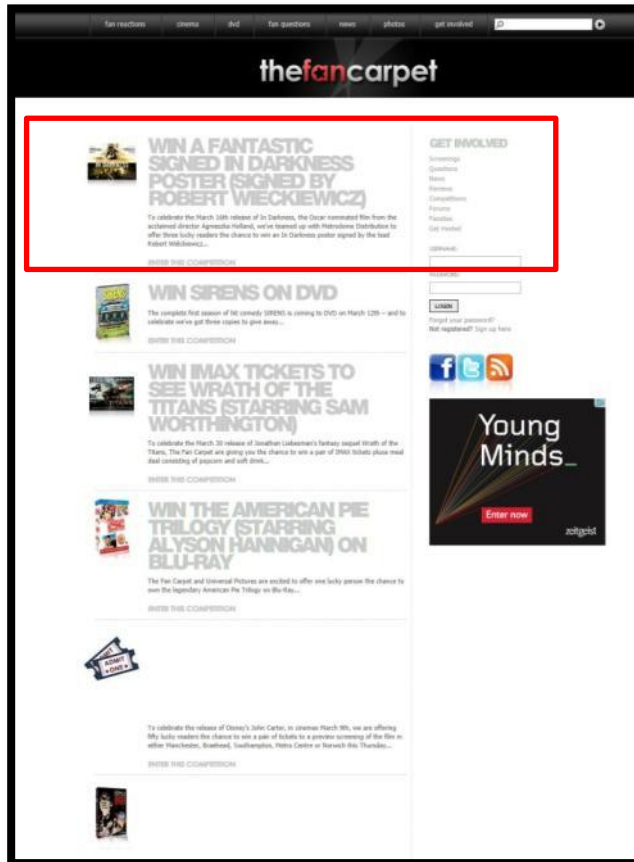
Site description: Film

Notable: Twitter

Followers : 33,515

Coverage duration: 1 day

Signed Poster Competition – The Fan Carpet



Site description: Film

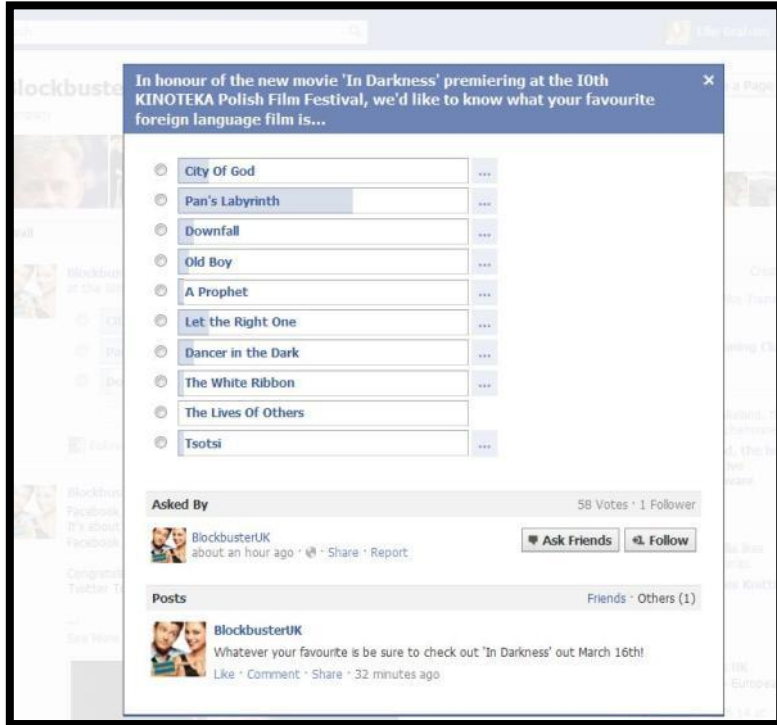
Notable: Competition

Unique users : 36,000

Coverage: Competition homepage and dedicated page

Coverage duration: 2 days

Facebook Polls



Blockbuster UK

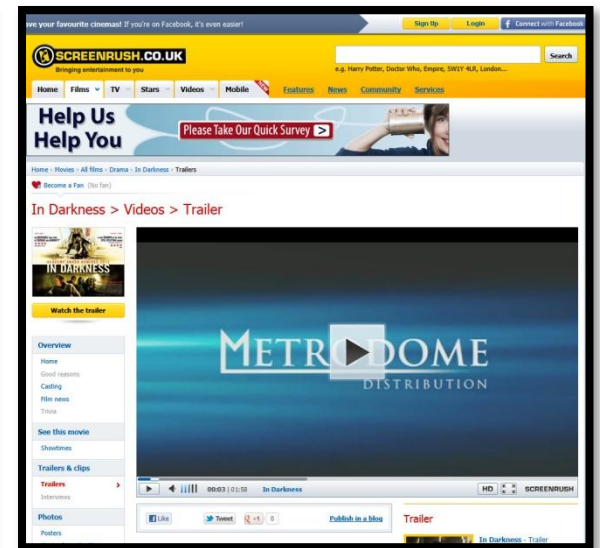
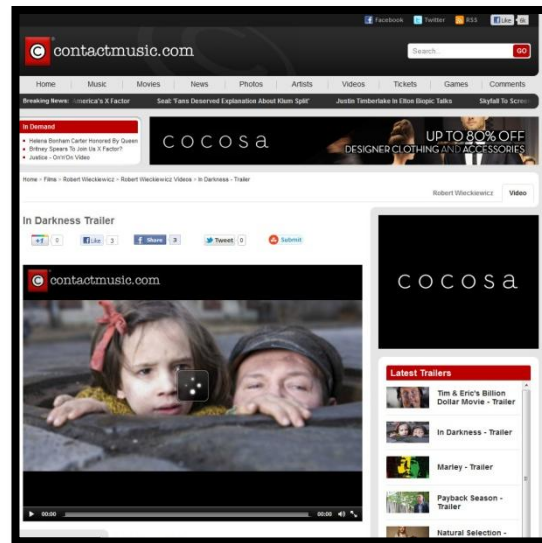
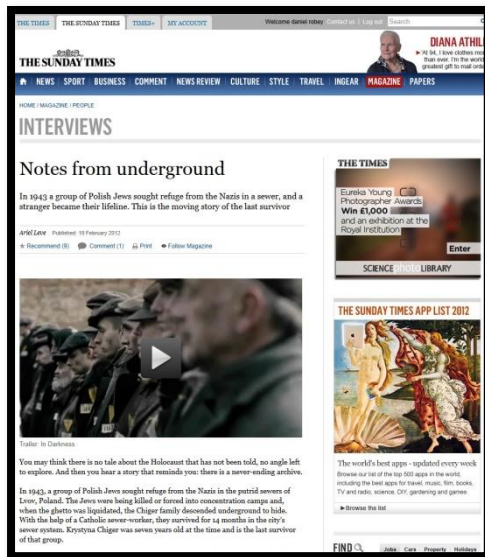
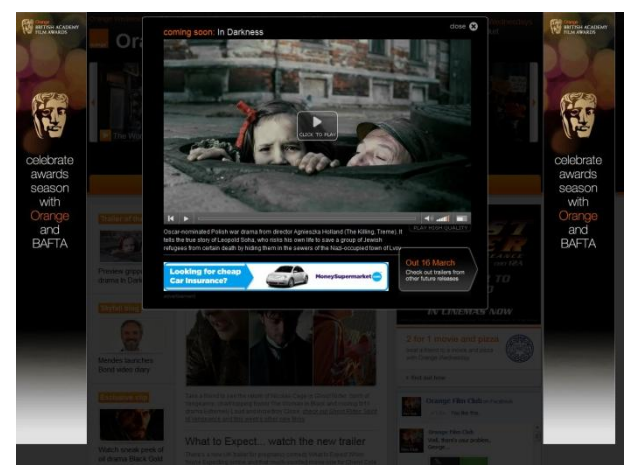
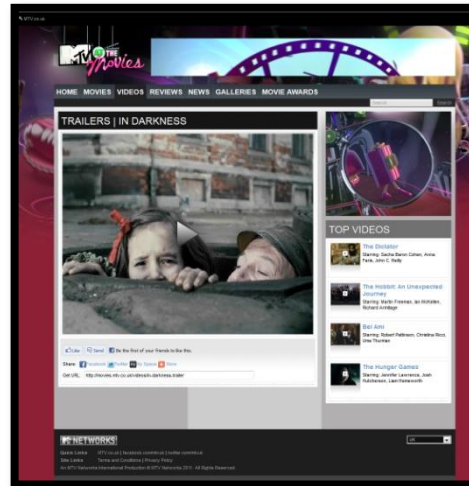
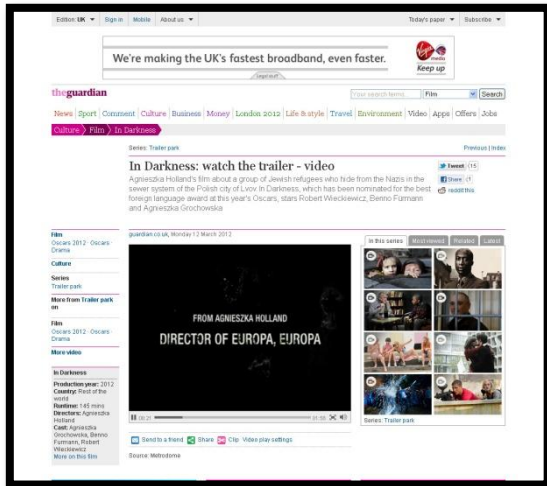


The Fan Carpet

Reviews

27 reviews live to date

Trailer



Trailer live across 38 sites

METRODOME

THINK JAM

Clip syndication

The screenshot shows the Yahoo! Movies website interface. At the top, there's a navigation bar with 'HOME', 'TRAILERS', 'REVIEWS', 'NEWS', 'FEATURES', 'BLOG', 'PHOTO', 'MOVIE GUIDE', and 'OSCARs'. Below this, a search bar and a 'theUK's favourite carbuyer' banner are visible. The main content area features a video player for 'In Darkness - Clip 1' with a play button and a progress bar. To the right of the video is an advertisement for 'Instantly watch films' with a 'NETFLIX' logo and a 'CLICK HERE' button. Below the video player, there are social media sharing options for Facebook, Twitter, and LinkedIn, along with a 'Link' and 'Embed' button.

The screenshot shows the 'FEMALE FIRST' website, a celebrity gossip and lifestyle magazine. The page features a large article titled 'In Darkness Clip' dated 28th February 2012. The article text includes: 'In Darkness promises to be one of the most hard hitting movies of 2012 so far as it is set in Nazi-occupied Poland during the war. The movie is based on a true story and at the weekend it lost out to A Separation for the Best Foreign Language Film Oscar. And we have a new clip from the hard hitting movie for you to take a look at.' Below the article, there are social media sharing buttons for Facebook, Twitter, and LinkedIn. To the right of the article is a large image of the movie poster for 'IN DARKNESS' with the text 'ACADEMY AWARD NOMINEE 2012'. At the bottom, there's a 'Buy In Darkness' section with a price of '£10.95' and a 'More In Darkness' section with a 'In Darkness Clip' link.

The screenshot shows the Cinema 4 website, which is a film news and reviews site. The main article is titled 'Watch A New Clip From Agnieszka Holland's IN DARKNESS' and is dated February 29, 2012. The article text reads: 'Polish director Agnieszka Holland's new film was very recently nominated for an Oscar it missed out to A Separation. Nevertheless, IN DARKNESS, is by all accounts a stirring film. It is released in UK cinemas from 16th March. IN DARKNESS tells the story of a man reaching across for rescue during WWII. Dark, sombre, gripping, contains the WWII setting, but will be set to and look anything the odds already won't. Watch a clip, we've been split over. Could be very good, good, powerful stuff.' Below the article is a video player for 'In Darkness - clip 2' with a play button and a progress bar. To the right of the video player is a 'JOIN US ON FACEBOOK' section with a Facebook logo and a 'THIS IS THE NEWS' section with a 'JOHN CARTER Gets One Last Frontier Before Releaves Best Work' link. At the bottom, there's a 'WATCH A NEW CLIP FROM AGNIESZKA HOLLAND'S IN DARKNESS' section with a video player and a 'UK Release Date: 16th March' link.

The screenshot shows the MovieRanks.com website, which is a movie review and news site. The main article is titled 'Videos: In Darkness new clips' and is dated February 29, 2012. The article text reads: 'Has it got the look, it captures the feel of the story of a man trying to escape the liquidation of his ghetto and Agnieszka Holland's new film was very recently nominated for an Oscar it missed out to A Separation. Nevertheless, IN DARKNESS, is by all accounts a stirring film. It is released in UK cinemas from 16th March. IN DARKNESS tells the story of a man reaching across for rescue during WWII. Dark, sombre, gripping, contains the WWII setting, but will be set to and look anything the odds already won't. Watch a clip, we've been split over. Could be very good, good, powerful stuff.' Below the article is a video player for 'Clip 1 - Where is your hat?' with a play button and a progress bar. To the right of the video player is a 'JOIN US ON FACEBOOK' section with a Facebook logo and a 'THIS IS THE NEWS' section with a 'JOHN CARTER Gets One Last Frontier Before Releaves Best Work' link. At the bottom, there's a 'WATCH A NEW CLIP FROM AGNIESZKA HOLLAND'S IN DARKNESS' section with a video player and a 'UK Release Date: 16th March' link.

Clips syndication live across 13 sites

METRODOME

THINK JAM

Editorial Endorsement

“Extraordinarily intense and beautifully shot”

Film4

“A harrowing portrayal of a particularly horrendous time in history, made with an honesty and integrity that will inspire viewers to think and feel in ways which they are so rarely encouraged to by mainstream cinema”

Birds Eye View

“Powerful, dark & ultimately beautiful.”

Mild Concern

In Darkness is a genuine cinematic treat.” – **9.5/10**

London Film Fanatiq

“A superbly directed, powerfully written wartime drama” – **4 stars**

View London

“An enormously powerful film; horrifying and uplifting in equal measure and beautifully shot in the half-light of the sewer system.”

The Sabotage Times

Gripping, dramatic and moving, **8/10**

This is Fake DIY

“More than worthy of its Oscar nomination [...] A remarkable story.”

Film Juice

“This harrowing film is a must-see, and quite simply unforgettable.”

Glam

Total List of sites featuring coverage

Birds Eye View	Foreigners In UK	Pyro Mag
Blockbuster	Glam.com	Screenrush
Cinehouse	Guardian	Share My Popcorn
Cinemart	Horror Cult Films	Sky Movies
Cine-Vue	Huffington Post	Soundbite
CINEWORLD	I- Flicks	Sunday Times
Contact Music	Indie London	Telegraph
Culture Critic	Little White Lies	The Fan Carpet
Den of Geek	London Film Fanatiq	The Fan Carpet
Entertainment Focus	Lovefilm	The Hornet's Cornet
Fan the Fire	Mild Concern	The Peoples Movies
Female First	Mild Concern	The Sabotage Times
Film 4	Movie Ramblings	This Is Fake DIY
Film Aluation	Movie Vortex	Total Film
Film Juice	MTV Movies	UK Jewish Film
Film Scope	My Movies	View London (syndicated to 21 regional sites)
Film Trailer	Nerditorial	Yahoo
Filmoria	Orange	
Flick Filosopher	People's Movie Blog	
Flickfeast	Pure Movies	



CONFIDENTIALITY : This document, its contents and ideas are confidential and are the sole property of THINK JAM LIMITED. It may not be altered, distributed or reproduced in any way, shape or form without the express written permission of THINK JAM LIMITED. THINK JAM LIMITED is registered as a limited company within the UK (company number 4947917). The registered address is 1ST FLOOR, TRINOMININS HOUSE, 125-129 HIGH STREET, EDGWARE, MIDDLESEX HA8 7DB

w. www.thinkjam.com e. pr@thinkjam.com t. +4 (0) 20 7324 0088

