**PR MEETING – 27th January 2016**

IN ATTENDANCE:

LB

AA

LR

DK

GF

Liz Silverstone

Sylvia Brendell

Michelle – Disney

John Biggin - Sony

AGENDA

**MOVIE WEEKENDER**

ACTION: If we are asking studios, they need the lockups.

ACTION: CONSUMER/TRADE RELEASE COVERAGE TO LS

ACTION: BAUER TO SEND ACROSS ALL THE CAMPAIGN TWEETS

Studio’s happy for us to proceed with Grapevine

**IMPLEMENTING A PROACTIVE PRESS OFFICE**

Upcoming releases, there will be big events in the home entertainment industry where studio’s are able to include a statement from the BVA so it’s a more positive story. General hooks for industry news.

Fox – BR/VR. Martain VR experience at Sundance.

Achieve a lot more exposure for the industry. Consumer and trade press…

SB - agency in place?

AA – adhoc with BR.

ACTION: SUMMARY OF COVERAGE. PR GROUP TO SEND AROUND COVERAGE.

ACTION – AA TO MAKE A DOCUMENT WHERE THE STUDIOS CAN DROP THEIR RELEASES IN THROUGHOUT THE YEAR. CHRISTMAS GIFTING, FATHERS DAY, SEASONAL.

**REBRAND**

March 17th – official launch date.

Press days before the insight forum?

ASK – get the message out there and also change perceptions.

Launch date – trade press.

Need consumer hook to get it out there

MONTHLY UPDATE AT THE STUDIOS SCREENING ROOM, FIRST PEOPLE TO SIGN UP. GREAT WAY TO COMMUNICATE WITH AUDIENCES.

DISNEY – 87

FOX – 100

Family screenings with a few tickets for Disney.

Film quiz as an industry thing every other month. With a few press contacts.

Disney – soft approach to the launch instead of a hard launch.

AV focused newsletter that brings to life evolution that becomes BASE.

Newsletter to the studios… regular communication from BASE to get people familiar with it.

Tim at The Raygun – use his that is BASE focused and standalone.

**2016 FOCUS**

aa updates on marketing group focuses

SB – research with universal. Belief consumers have that its on Netflix and amazon within 6 months and it usually takes years. When they go to Netflix and its not there that’s when they are more likely to pirate. Educating consumers about their choices.

Ask Netflix/Sky to join as affiliate members. To go on specific campaigns.

Action: SB to speak to KR if she can share the research with the group.

Quarterly presentations are difficult for Fox. Small amout of trade press and it wouldn’t be worth it. Disney, invite to their yearly presentation with theatrical.

Structured sessions – creative skillset this year. Mainly on digital and to help people incorporate digital into a physical business. More of the idea that is actually useable, educational. Similar to what the FDA do… run a course for theatrical people.

AA – TO FOLLOW UP ON THIS.

DIGITAL HD FESTIVAL –

Disney Life – add to the content map. Essentially Netflix for Disney.

AA – SHARE WUAKI information about movie weekender

BR MUTLIPLIER

Calendar week so it’s more achievable with the week of the month. This will be going on the weekly report that goes out from OCC. The market is in decline, we are in a 52 week year compared to a 53 week so look worse. We have been over-egging the BR market by 10%. How do we communicate this?

Both for the near future. You can show both sides and explain the methodology. Always give more information.

AOB