

METROPOLIS

Marketing Camapaign
HISTORY REPEATS ITSELF
2018

OUTLINE

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ABOUT



Metropolis is about a futuristic megalopolis where the majority of the population is oppressed by the rich. It is a beautiful place where the rich live above while the poor lives down below. The poor only exist as cheap labor in the mechanic workings of the underground. Below that lies Maria, the kindhearted young woman, who preaches to the workers in the catacombs. Metropolis is also the place where a crazy scientist creates an unbelievable robot whilst a powerful industrialist, Joh Fredersen, rules the city. The place is unfair and inhuman that Joh Fredersen slowly recognizes the possibility of his workers revolting to his control. Maria seems to be the only thing that is preventing the workers from taking action as she speaks of peace. Feder, Joh Fredersen's son, sneaks out to experience the lower class and meets Maria. Through unfortunate events, the two help change Metropolis forever.

The story is relatable and intriguing today even though it was 90 years ago when it first came out in 1927. The creator was Fritz Lang, a German expressionist and filmmaker, who is considered the father of the sci-fi genre. He created a masterpiece that inspired a lot of great artists such as Ridley Scott (Blade Runner), George Lucas (Star Wars) and shaped the pop culture of today.

Metropolis is a stylized, visually-compelling, melodramatic silent film set in the dystopic, 21st century city of Metropolis - a dialectical treatise on man vs. machine and class struggle. Unfortunately, the original version of the film never saw the light of the public. It was cut for the premier in the USA, since then, that the part of the footage was lost. Starting in 2008, a highly respected professional team of film archivists have been working in Germany to reconstruct and restore Lang's film. In autumn of 2018, the film will finally be seen as the director intended after more than 90 years ago.

HISTORY REPEATS ITSELF

Metropolis was the first film considered for preservation and protection by UNESCO's Memory of the World in 2001. It has an important historical and philosophical indication of Germany in the 20s. It takes a statement on the progress of science, technology and the decline of a society in a moral, political and artistic system. The script was written by Thea von Harbou, who joined the Nazi party during the time of the film. She was also married to Fritz Lang who was the filmmaker of Metropolis. Although Harbou joined the Nazi party, she was inspired by the social issues of fascism and anti-Semitism, while containing favour for a workers' revolution which can be seen throughout the film.

Metropolis is located in a futuristic city in 2026, where a horrible social crisis occurs between two dominant social classes; the upper class, those who have the economic and intellectual power and the working class, those who work with machines. Machines sustain the big city from below which are worked by the working class. They are the true reason of the technological progress. On the other hand, the upper class live stress free, ignorant toward the lower class. There are two point of views; liberation for the working class through a revolution and continued fascism with the high class never looking down. The final message of the movie was clear, "The Mediator between head and hands must be the heart," in other words, coexistence.

Metropolis takes a statement on division and privilege, whether it is a society where the rich get richer and the poor get poorer, or where vital resources are not available to everyone. A main importance of the film is its reflection of historical problems in our current society. We continue to neglect the homeless. We still fight each other's political party and we continue to repeat history.



PHASE 1: HEAR ATTENTION & INTEREST

September 23 - September 30, 2018

- Indirect posters: Propagandist Themed
- Social Media Platform: Instagram, Facebook, Twitter

PHASE 2: CONNECT INTEREST & DESIRE

October 1- October 10, 2018

- Main Poster launch
- Trailer Release
- Development of Social Media Platform: Instagram, Facebook, Twitter
- Event Promotion: San Francisco Film Museum. “Future is Here”
- Outdoor placement of graphics: Subway Stickers

PHASE 3: ENGAGE DESIRE & ACTION

October 11 - October 18, 2018

- Interactive Outdoor experience: Ferry building Marketplace 10 hour clock
- Collaboration with San Francisco Film School for “Future is here” event
- San Francisco Film Museum. “Future is Here”
- Première

Our marketing campaign is based on AIDA model. We divided the campaign in three main phases: HEAR, CONNECT and ENGAGE.

Phase 1:

HEAR will focus on bringing the attention of the primary segment of the local target audience and develop interest in the premiere of Metropolis. During this phase we will introduce 2 teaser posters that will be placed outdoors along with stickers on the trains and start to develop our social media platform with Instagram, Facebook and Twitter accounts.

Phase 2:

CONNECT will focus on keeping the interest rising and stimulate a desire to watch the movie. It is the largest phase of our campaign that will include the main poster and trailer launch, the development of social media platform, and the introduction of collaboration with San Francisco Film Museum.

Phase 3:

ENGAGE is a final phase of the marketing campaign, which will focus on making people invest their time and money into Metropolis. The Movie premiere will take place the same day as the “Future is Here” Exhibition of German Expressionism at San Francisco Film Museum.

MARKET ANALYSIS

PLACEMENT

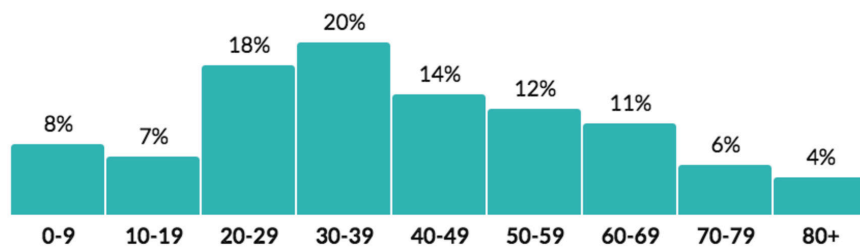
San Francisco



Our marketing campaign is located in San Francisco, where the movie release will also take place. The population of the city is 870,887. Located in California, San Francisco is its the most densely populated large city in the state. We will target around 25% on the population with our marketing campaign.

On the graph below you can see the population of San Francisco by age:

Population by age range



MARKET ANALYSIS

TARGET AUDIENCE

Primary:

Millennials (Ages 21-36)

Lifestyle

- Digital users that still use traditional media probably due to their parents who were a generation that didn't grow up with the internet
- Two Stage: the younger generation are starting their careers the while older generation are starting families



Behaviors

- Spend more than \$200 billion annually, \$10 trillion in their lifetime
- 73% are willing to spend more on a product if it comes from a sustainable brand
- 81% expect their favorite companies to make public declarations of their corporate citizenship



Locations

- Mostly located in metropolitan cities
- We chose San Francisco due to the large population and its popularity for being home to many movie-related activities



Philosophies

- More open-minded to try new things
- “Prefer to do business with corporations and brands with pro-social messages, sustainable manufacturing methods and ethical business standards”
- Social Justice- “[Millennials] are bearers of the Baby Boomers’ legacy... The Baby Boomers’ who contributed greatly to the push for racial and gender equality

MARKET ANALYSIS

TARGET AUDIENCE

Secondary:

Sci-Fi Fans

Lifestyle

- Spend a lot of time consuming sci-fi merchandises and in the web



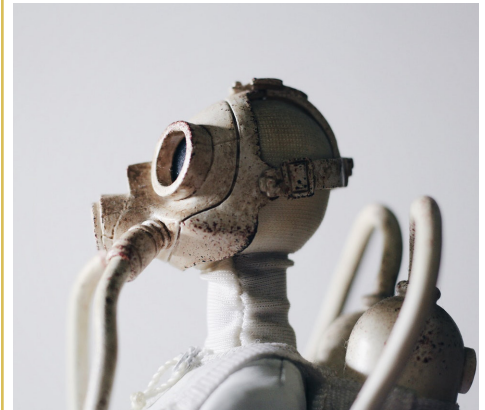
Behaviors

- Spend money on merchandise on their favorite sci-fi books, movies, action figures, and comics
- Purchase of entrance tickets to conventions at minimum two per year
- Ranges from spending 0.99 on wallpaper for the computer to thousands of dollars a month on merchandise.
- Serious fan will spend from 50 to 100% on merchandise. Moderate fan from 10 to 20%. Minor fan from 2 to 5%

meetup

Locations

- In San Francisco; the Meetup is a known website for fans to gather for events in the area



Philosophies

- Very close friends are considered among them as family
- Above-average intelligence due to scientific facts and solving story's problem

MARKET ANALYSIS

TARGET AUDIENCE

Tertiary:

Old School Cinema Buffs

Lifestyle

- Spend time watching classic movies as well as finding research on them
- Enjoy classic cinematography between the 1920's to 1980's



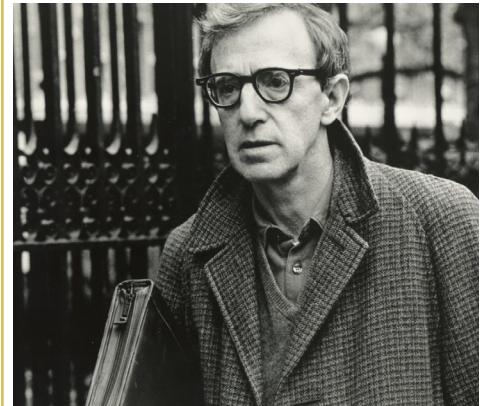
Behaviors

- Spend time watching on TCM (Turner Classic Movies), Oddball Films and spend money monthly to go see classic movie screenings
- Regularly go to movie festivals
- Belongs to movie club or other film-type society
- Spend money on hard-to-find and cult favorite movies
- Able to recall, give references and provide information of movies different genres and directors



Locations

- The Castro Theater, San Francisco's Historic movie palace
- Balboa Theater, who dedicated Thursday nights to classic films between March 10th through 12th
- The Roxie Theater, Located in the Mission District of San Francisco since 1909



Philosophies

- Large understanding of different ideas and society
- Very creative

PRICING

In our Phase 3, we plan to include a gift shop for museum goers during the “Future is Here” Exhibition. We will be supplying a diverse sort of merchandise for the cinema and museum. Prices will range from \$2- \$20. These include the following:

Cinema Merchandise:

- Poster prints of the original posters (\$15-20)
- Modern collectable posters (\$10-20)
- Designed images for theater concessions (\$5-20)
- T-shirts (\$20)

Exhibition Merchandise:

- Poster prints of the original posters (\$15-20)
- Modern collectable posters (\$10-20)
- Logo merchandise such as bracelets, notebooks, bookmarks, and more (\$2-15)
- T-shirts (\$20)



Admissions cost:

- 1 ticket for either Exhibition or Film for \$6
- Combo package Buy 1 ticket for \$10 to experience both the Exhibition and the Film
- 20% Off for the San Francisco Film School Students

GUSTAV
FRÖHLICH

BRIGITTE
HELM

ALFRED
ABEL

RUDOLF
KLEIN-ROGGE

FUTURE IS HERE

METROPOLIS

A FILM BY FRITZ LANG BASED ON METROPOLIS A GERMAN EXPRESSIONISM



PRODUCERS IN ASSOCIATION WITH ERICH POMMER SCREENPLAY BY THEA VON HARBOU
STARRING BRIGITTE HELM STARRING GUSTAV FRÖHLICH STARRING ALFRED ABEL
STARRING RUDOLF KLEIN STARRING THEODOR LOOS STARRING FRITZ RASP STARRING HEINRICH GEORGE
MUSIC BY GOTTFRIED HUPPERTZ CINEMATOGRAPHY KARL FREUND



WWW.THEMETROPOLISMOVIE.COM

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

OUTDOORS ADVERTISEMENTS

We approached our posters and outdoor advertisements through a classic art style while trying to incorporate some modern designs. We really wanted our posters to show the audience the underlying themes of the film. First we will release a series of teaser posters dealing with some of the ideas explored throughout the film. In this stage, we made several posters depicting the divide between high society and the working class in the film. Next, we decided to release the official movie poster we created to drum up even more buzz. We combined elements of modern design with old school art deco in this poster. In our outdoor advertising, we have created stickers for the metro stations showing

images of the upper class and working class walking up and down the entrance. It will have the stickers of the working class placed to look as if they are walking down into the undercity. On the other hand, the upper class will be shown running up into the high life of the city above. We also plan to have stickers of the workers in the waiting areas of the subway stations to give our audience a chance to interact with them or take photos. We saw this as an opportunity to give our target markets a chance to interact and grab their interest in our film through the QR scan codes and hashtags.



OUTDOORS ADVERTISEMENTS



We are planning to promote imagery from the movie itself on the metro carriages for the 1st phase. San Francisco Muni Metro partially goes above ground and partially under. Just like in the film, it becomes the transport for the workers between the levels of the city.



For this experiential advertising, we decided to approach the mystery and the curiosity of the urban audience that walks in the corridor of Ferry Building Marketplace in the bay of San Francisco. We will place our advertisement in the entrance of the building as it is known for the entertainment, tourism or culinary reasons and its foot traffic.

The whole piece would be a representation of Metropolis's 10 hour clock, placed in the middle of the clock tower central plaza, which is an area of a lot of foot traffic. We will add Fake steam whistles that will ring every time a ten hour shift occurs when it hits 10'oclock. We want the day to start with the sound of the whistle at 7:30 am and the end of the day will be at 5:30 pm, just like how the people in the film leave work at these times and signaled by the whistle.

We want to capture reactions and film them for our social media when this takes place. We want to intrigue people to follow the QR code on the clock and discover what the advertisement is about.

The inspiration for the main poster came from the traditional 1920's Art Deco graphic styles with adaptations to modernism, minimalism, and simplification to approach a more contemporary crowd. Our color schemes are designed to variate between 6 combinations of complementary colors using the triad of primary and secondary hues, due to the film being black and white.

Typographically we used: for the titles, METROPOLIS 1920 font, a very architectural font full of sharp angles just like the buildings and graphic elements of the original 1927 film. We decided to use Orator Std font for the editorial, as we were looking for a compliant and relatable font that shared the same angles and proportions with the imagery and titles.

The layout is centered aligned and the illustration simplified to a more elemental form. In the background, we used the imposing silhouette that is the main building from the original film, surrounded by architectural elements in linear perspective. In the foreground, you can see the title "Metropolis" and what would be the main character of the movie, Hel, the robot.

The reason we decided to go with this design is so that it could be simple and easy to process, while, at the same time, intense and dramatic like the original tone of the film.







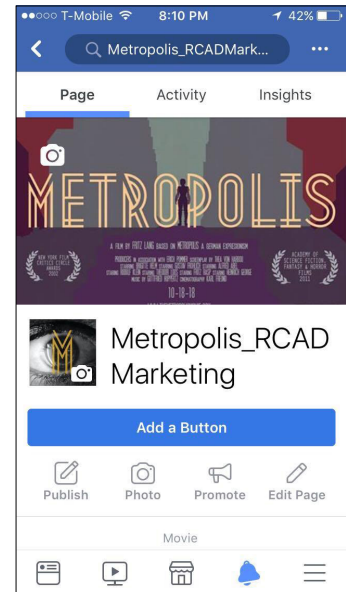
The trailer is only 34 seconds long, but we use several ways of introducing the information and making it interesting for our target audience. We introduce 4 movies that were inspired by Metropolis for our Sci-fi audience. Three of them are considered to be classics, which hooks the old schoolers as well. We made the trailer on a fast and energetic pace to fit our Millennial standards. In addition, we introduce the main aspects of the movie – the characters, the conflict within society, and the theme of destruction – through the chaos among people and the flood. The theme of the flood can be heard in the soundtrack itself with the ticking clock, which also was a recurring motif in the movie.

SOCIAL MEDIA

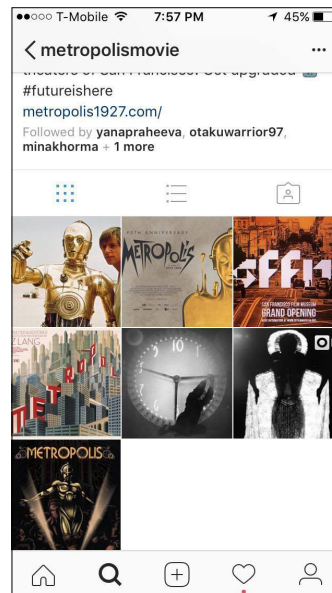
Each social media platform has a unique set up and for each, we have a slightly different approach. Using hashtags is a good way to make yourself visible on all of these platforms and drum up media buzz.



We decided to use Facebook because it is one of the most popular social media platforms out. It is the most effective for reaching our target market. Since people from almost every age group are on Facebook, we can effectively reach a very large audience. It also keeps the attention of its audience through posts and is a great form of free advertising.



Instagram provides a more visual form of integration with our audience. The setup of Instagram allows us to share graphic and other visuals along with a short message. Another advantage to Instagram is that we can do cross promotion and connect to all of our social media such as Facebook and Twitter.



Twitter is good for marketing because it allows us to connect more directly with our audience. It allows us to hear feedback on our marketing campaign directly from the source. It is also a great way to keep our audience updated on our film and a way to stay up to date with our audience.



CELEBRITY PROMOTION ON INSTAGRAM



Instagram - @Markipliergram 6.2m
Age - 28
Youtuber 26th most subscribed youtube channel
Regularly attends conventions such as PAX, VidCon,
Comic-Con

Mark Fishbach is an American Internet and YouTube personality star known by his username, Markiplier. He currently lives in Los Angeles, California only 6 hours from our target market location, San Francisco. The fact Mark is a Millennial and his main interest is in video games including the sci-fi genre, would make him the perfect celebrity promoter. By talking about Metropolis on his youtube videos and posting on instagram to his 6.2 million followers, it will allow us to reach millions who have similar interest as Mark.



Instagram - @caseyneistat 2.8m
Age - 36
Youtuber 8,319,820 followers
Filmmaker, Blogger, Daily vlogs.
Founder of Multimedia Company Beme

Casey Neistat is a YouTube personality, filmmaker, vlogger, and currently living in New York city, but attends film festivals in San Francisco California yearly. His avid love of film and filmmaking make him the perfect promoter for Metropolis. Casey will talk about Metropolis on his daily vlogs and on his instagram story. This will allow us to reach millions of other avid film buffs and filmmakers.

sffm

SAN FRANCISCO FILM MUSEUM

SAN FRANCISCO FILM MUSEUM. "FUTURE IS HERE"
October, 18 - November, 1

We decided to collaborate with one of the well known museums in the film industry of the San Francisco area as a part of our marketing campaign. The San Francisco Film Museum is a volunteer run organization composed of individuals who share a passion for film. The main objective of the San Francisco Film Museum is "to establish a physical location, a place in which to offer a unique film entertainment and educational experience for the San Francisco Bay Area." Together with the Film Museum we will organize the exhibition "FUTURE IS HERE" that will be dedicated to German expressionism in the film industry. The Exhibition will also be a part of cross promotion. The content of the exhibition will be the movies of German expressionism and the artworks related to them. It will explore the ideas of the time period and relate it to modern times. The visitors will be able to understand the futuristic ideas of the 20's and the 30's, and compare them to what the future has become. This exhibition will primarily target the tertiary segment of the target audience. It will also give us an opportunity to engage the audience in the context and the style of the movie.



'FUTURE IS HERE' EXHIBITION

For the "FUTURE IS HERE" Exhibition we decided to create posters as our advertising medium. We decided to use our tagline as the title for the event because it is going to be a German expressionism in film exhibition at the San Francisco Film Museum, and *Metropolis* was and is one of the most influential pieces of German expressionism which reflects the future as they imagined it, the disbalance between social classes, and the desire us as humans for Justice. We wanted to keep the design elements cohesive with the designs already done like: The main poster and the Indirect posters.

We kept the typography, color scheme and layout practically the same with small differences like the use of gradients as a generality throughout the 3 poster campaign. The use of the robots face was one of the key elements that differentiates the main posters from this ones. And the reason, we decided to use it is because it creates a sense of personality and relationship between the exhibition, the viewer and the museum's style.



COLLABORATIONS

SAN FRANCISCO FILM SCHOOL AND ART SCHOOLS

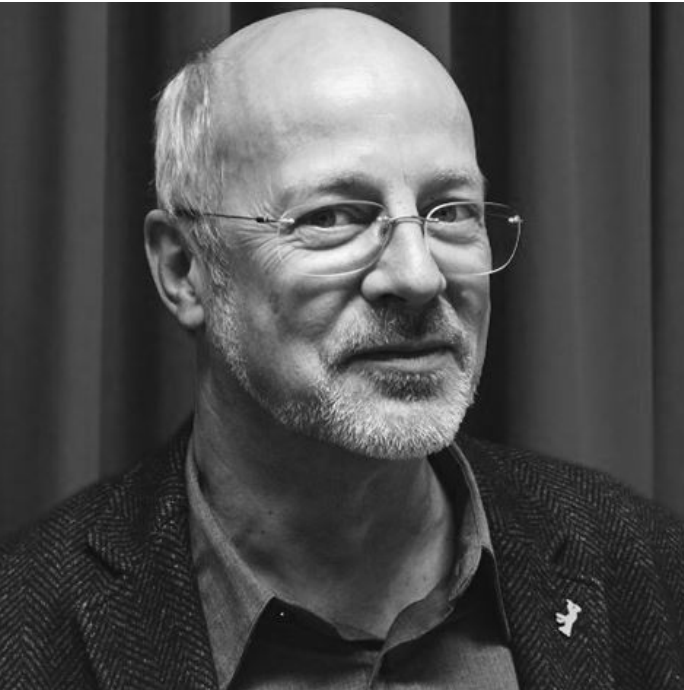
Metropolis is a truly historical and iconic piece of art. For this reason, we believe that the movie and the gallery event will be a perfect opportunity for young creative people to know more about the era of the 20's. The wide range of topics are connected to the time period of the movie. It will be a great source of information to a number of courses such as film history, acting, screenwriting, graphic design, history of art and design, costume design and so much more. We are connecting to a number of schools for on campus promotion of the movie and the gallery event, trying to approach the audience in the most convenient way. Students of these institutions will get a 20% discount.

The list of institutions:

- San Francisco Film School
- Academy of Art University
- San Francisco Art Institute
- Film Acting Bay Area



Special guests



Martin Koerber
2001 restoration supervisor



Anke Wilkening
2010 restoration supervisor

About restoration: “The project consisted of two main tasks: the reconstruction of the original cut and the digital restoration of the heavily damaged images from the Argentinean source.”

The final step of the marketing campaign is the premiere, which will take place in Landmark Theater on October, 18. Landmark Theater is located at Embarcadero Center which is a central place for the millennials and one of the most “alive” places in San Francisco. For the red carpet we invited the team who was working on a restoration of the movie in 2010. Our celebrity guests will be Martin Koerber and Anke Wilkening. Both of them were restoration supervisors and worked with rare and terribly damaged “lost and found” footage and delivered the movie the way Fritz Lans intended it to be. The way we will first see it in the theater of San Francisco.

CONCLUSION

Metropolis will stay in the movie theatre for 2 weeks. We will continue to keep the gallery up at the San Francisco Museum of Art during the same time the film will be playing. The main message throughout our marketing campaign has been “History Repeats Itself”. We think that in this current day and age, our demographic understands this now more than ever. Our target market can relate to the problem of the people within this film and see how the imagery of the distant past has had such a large influence on many of the films that they watch today. We want our film to inspire people to reflect on the modern day structure of our world today and what they can do to affect change in modern society.

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