



www.theprinciplemovie.com

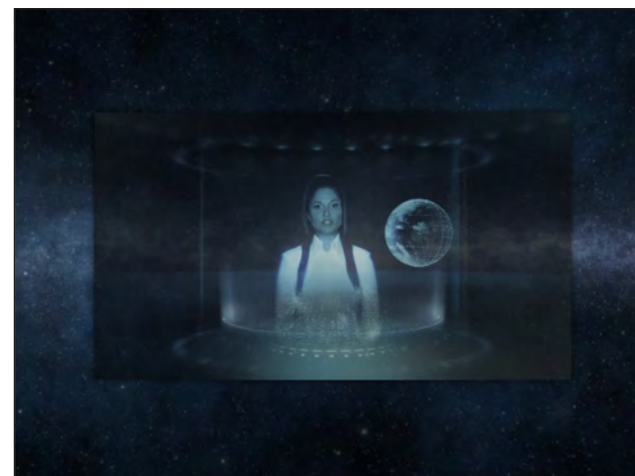
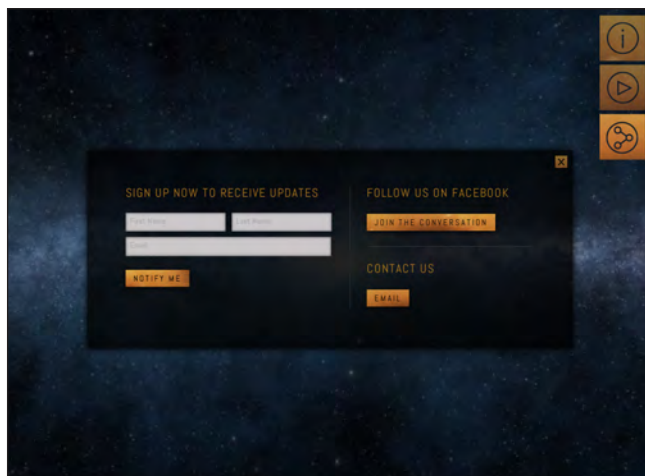
THE PRINCIPLE 2014 Microsite

Using HTML5 full screen video to create a unique first impression, this microsite was set up to build the fan database prior to launch of this controversial movie.



SERVICES PROVIDED:

- design
- programming
- HTML5 animation



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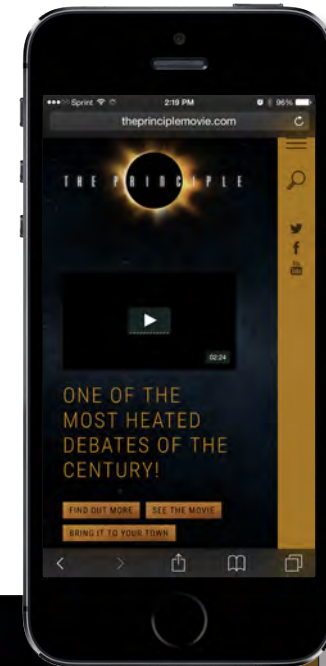
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THE PRINCIPLE 2014 Website

Using HTML5 full screen video to create a unique first impression, this microsite was set up to support the launch of the movie: The Principle.

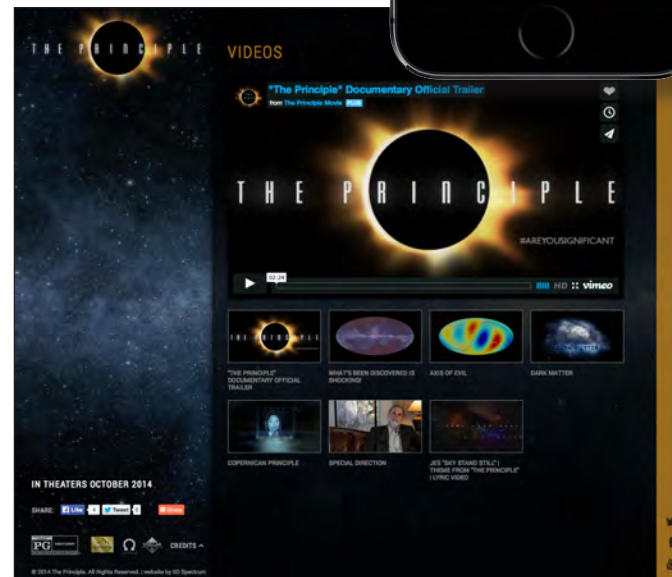
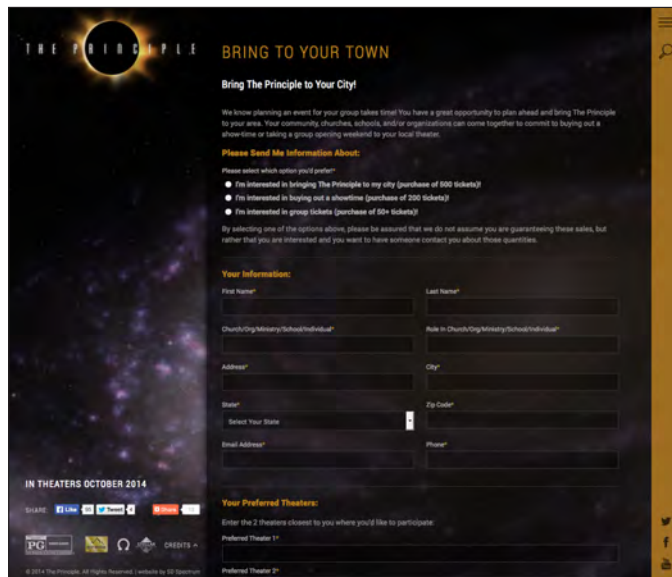
Features include a custom responsive theme, full screen video, custom "demand it" for to allow customers to request the movie be brought to their town, and social media integration.

Amazon S3 + CDN integration allows the principle to host full screen video for a fraction of the cost.



SERVICES PROVIDED:

- design
- programming
- HTML5 animation
- custom WordPress theme
- hosting



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THE UNIVERSE
IS TRYING TO TELL US
SOMETHING...

THE PRINCIPLE

...ARE WE LISTENING?

STELLAR MOTION PICTURES, LLC presents an IN OHM ENTERTAINMENT FILM "THE PRINCIPLE"
MICHIO KAKU LAWRENCE KRAUSS ROBERT SUNGENIS MAX TEGMARK ROBERT BENNETT MARTIN SELBREDE JOHN HARTNETT
JULIAN BARBOUR BERNARD CARR JOHN BYL GEORGE ELLIS and RON HATCH narrated by KATE MULGREW directed by KATHERYNE KTEETHOMAS
written and produced by RICK DELANO executive producer ROBERT SUNGENIS associate producer BRIAN OBERHOLZER edited by KATHERYNE KTEETHOMAS and IMARS 10
visual effects BUF COMPAGNIE and SAINTS LA marketing ANGELCOM MEDIA distributed by ROCKY MOUNTAIN PICTURES

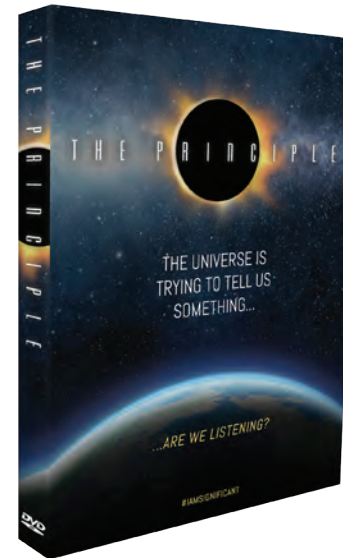
#AREYOUSIGNIFICANT

www.thePrincipleMovie.com

IN THEATERS OCTOBER 2014



www.theprinciplemovie.com



THE PRINCIPLE 2015 marketing

5D Spectrum provided design services for The Principle's ongoing marketing from the movie launch through its streaming and digital distribution and release of the standard and BluRay DVDs.

Using high resolution frame grabs from the movie's opening animation, 5D Spectrum created composited key art for use on the one sheet and other marketing materials.



WHAT IF EVERYTHING YOU THINK YOU
KNOW ABOUT OUR UNIVERSE..... IS WRONG?

One of the most heated debates of the century, coming 2014

Everyone knows that the ancient idea of Earth in the center of the universe is a ridiculous holdover from a superstitious age, right? Modern science has proven that we are nothing special! We inhabit, in Carl Sagan's words,

"...an insignificant planet of a humdrum star lost in a galaxy tucked away in some forgotten corner of a universe in which there are far more galaxies than people."

Well....prepare to be shocked!

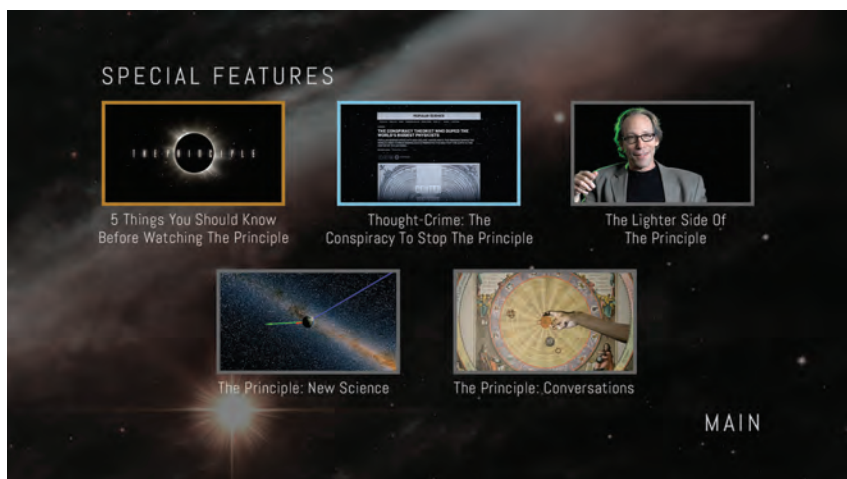
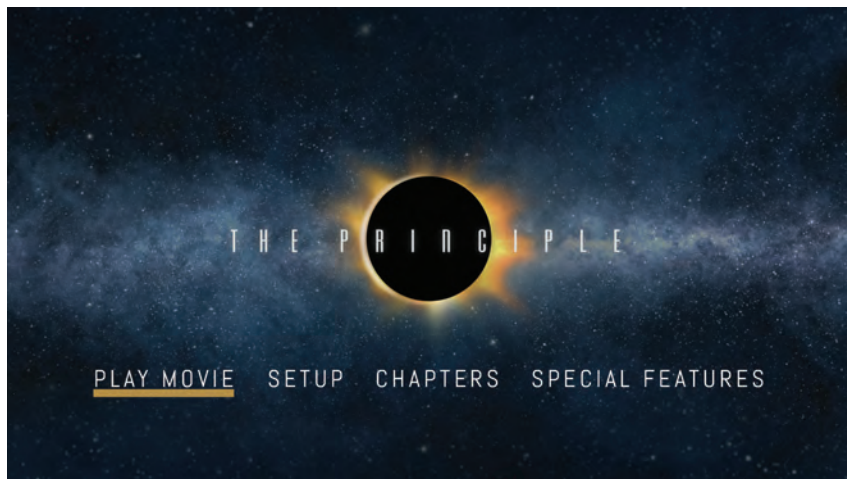
(#AreYouSignificant)

SERVICES PROVIDED:

- design
- key art design
- online banners
- print advertising
- posters
- one sheet
- DVD package design
- DVD menu design

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THE PRINCIPLE 2015 DVD + BluRay

5D Spectrum created motion menus with a looped star field animation using the movie's theme song to tie it all together.

The package design for both the standard and BluRay DVDs utilized the key artwork designed by 5D Spectrum to carry out a consistently branded look.

Banner advertising was developed to support the launch of the DVD product sales through Facebook and other social channels.

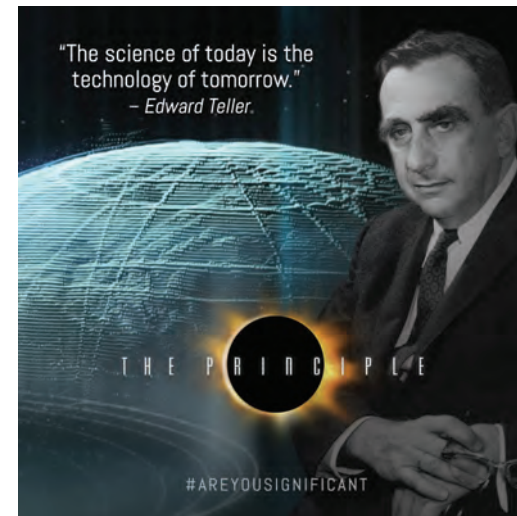
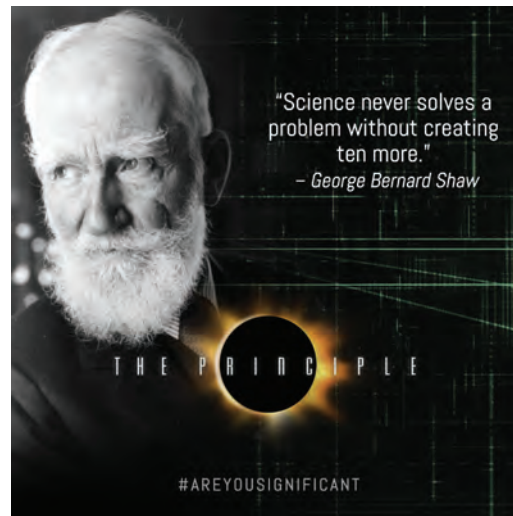
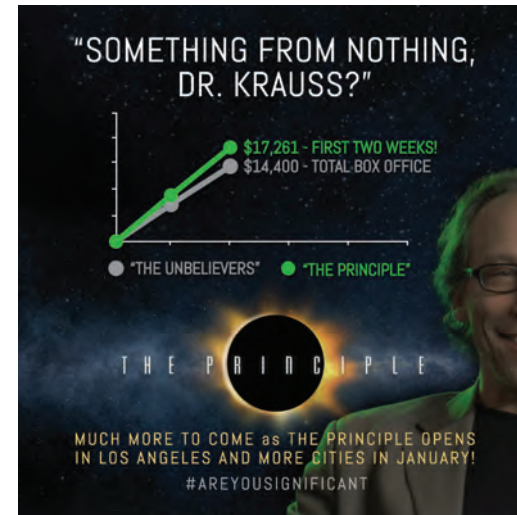
SERVICES PROVIDED:

- DVD package design
- DVD menu design
- captions and subtitles
- translation management
- authoring supervision
- banner advertising



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THE PRINCIPLE 2015 memes

5D Spectrum designed a series of memes for use on Facebook and Twitter to promote the film.

Logo and hashtag #AREYOUSIGNIFICANT were used consistently to help brand create brand recognition.

SERVICES PROVIDED:

- design
- production



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FACEBOOK
TWITTER
GOOGLE+
YOUTUBE

THE PRINCIPLE 2015 social branding

5D Spectrum designed a series of consistently branded channel art graphics for use on Facebook, Twitter, YouTube and Google+.

These social banners were periodically updated to reflect the current campaign throughout the marketing cycles.



SERVICES PROVIDED:

- design
- production

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