



PROMOTIONAL STRATEGIES

Demographics

The primary audience appeal for WAR OF THE WORLDS is men 18-49 with a secondary target demographic of women 18-49. WAR OF THE WORLDS should also have strong sampling among teens.

To effectively promote WAR OF THE WORLDS, all promotion and publicity efforts should be targeted to these demographic segments. This section contains ideas and recommendations that will help you reach this audience.





PROMOTIONAL STRATEGIES

Media Recommendations

To effectively reach the target audience for WAR OF THE WORLDS, we recommend a multi-media campaign which includes on-air, print and radio advertising.

ON-AIR

The anchor of any promotion campaign is a strong on-air schedule. Even with outside media, your own on-air is the strongest vehicle to reach potential viewers. To launch WAR OF THE WORLDS, we recommend an on-air schedule of approximately 225-250 GRP's (Gross Rating Points) per week, using :30s, :10s and IDs. After the season premiere, we recommend 125-150 GRPs per week. If :30 promotion avails are scarce at your station, you can achieve a strong reach and frequency with :10s, IDs and voiceover credits throughout your program schedule provided you schedule these within programs with similar demographics to WAR OF THE WORLDS.

The key to a successful on-air campaign is careful planning. You should devise a media schedule for WAR OF THE WORLDS as if you were an advertiser buying time for your program on your station's air. Spots should be scheduled in programs with similar audience demographics, as well as your station's scheduled lead-in to WAR OF THE WORLDS (i.e., shows that immediately precede it). Your sales or research department can help you identify those shows with similar audience demography. Lock the spots into fixed avails that coincide with your strategy, keeping in mind that it is best to "heavy-up" promotion as the scheduled time period for WAR OF THE WORLDS approaches.

It is extremely important to tease and build awareness for the show during the launch period with generic spots. As the audience becomes familiar with the program and its characters, episodic promos become the stronger vehicles to use.

On-air launch promos for WAR OF THE WORLDS will be satellite fed in a few days in :30, :10 and ID lengths. You will be provided with a tease promo that you can air up to 10 days prior to the premiere



two-hour telefilm. You will also receive a series of 10 day countdown spots that will progressively tease the two-hour movie. Each of these promos will integrate increasing amounts of actual footage from the telefilm to build suspense for its arrival.

Episodic promos for each show will be sent to you on a weekly basis integrated into the show reels and feeds. Details about these spots can be found in the "Radio & On-Air Promotion" section of this kit.

PRINT

This kit provides a variety of print elements including completed ad slicks, as well as what we refer to as "modular elements." These are photos and headlines that you can interchange to create a variety of generic ads of your own design, or to incorporate into your local station format.

To promote WAR OF THE WORLDS, we recommend a 3-4 week print schedule for the launch/premiere as well as each sweep period. When choosing the print vehicles which work best in your market, be sure to examine cost effectiveness and reach.

Print advertising options vary from market to market depending on TV Guide/local newspaper circulation and costs; TV supplement/TV page layout; and availability of bold-face TV log listings. Because of its impact and editorial environment, TV Guide is generally a primary vehicle for all tune-in campaigns, provided that its household coverage in your ADI is 15% or higher. In markets with lower coverage and/or multiple market issues, you may want to consider spending print dollars in local newspaper TV Supplements.

Bold-face listings are one of the most effective and cost-efficient print vehicles, and we provide them with each synopsis that is sent to you throughout the season. TV Log and TV Extra listings appear at the television grid or time period information of Sunday Supplements and daily newspapers. Be sure to request a sample of these listings as they appear in your local publications, since they are sometimes lumped together in one bold-face column along with your competitors' listings. We have found this method to be less effective and recommend that you contact your local newspaper about placing boldface listings within the time period information or television grid.

Readership studies continue to demonstrate that Sunday TV Supplements are a valuable source of program viewing choices. With considerably higher circulations and household coverage, they are a perfect alternative or addition to TV Guide placement.

Daily newspapers can also be effective vehicles to reach your audience, depending on the cost, circulation and layout of the television listings page. When using daily newspapers, be sure your ad is directly on the listings page or opposite the viewing grid. In many cases, only bold-face TV Log or TV Extra listings are available in this section of the paper.

RADIO

This kit contains a completed :30 radio spot and the script used for this spot, should you want to re-record it with your own station announcer.

Radio is an important component of any effective launch campaign as it offers the strongest opportunity to target a precise demographic segment. Given the target audience of WAR OF THE WORLDS, we recommend Adult Contemporary and Classic Hits/Classic Rock Radio. Album Oriented Rock (AOR), with its younger appeal, should be added to the mix to reach our teen audience. For both the launch and each sweep period, a 3-4 week schedule of approximately 150 GRPs per week will effectively reach our audience.

Choosing which stations to use is extremely important because of the different audiences which different formats attract. For example, Album Oriented Rock (AOR) and Urban Contemporary stations appeal largely to young people while Soft Hits skew more toward women. Of course, the ratings of each station are also important and computerized rankers are generally available either directly from ARBITRON or from sales representative firms in your area. These rankers can break out all the radio stations in your market by age group, daypart and total audience composition and are useful tools in helping you make your choices.

The number of stations you will need to use varies from market to market depending on station strength and market fragmentation. Split markets must remember to buy stations in each major city of your ADI and markets in mountainous areas often must buy a larger number of stations to reach your entire audience. As a point of

reference, research tells us that the average listener tunes in to 2-3 radio stations each week. The number is higher for younger listeners and decreases as the demos increase. Therefore, in order to reach your target demo, you should probably buy three deep.

According to the Radio Advertising Bureau, an effective radio buy should achieve a minimum reach of 50% with a frequency of 3. Depending on market size and radio station ratings, this should deliver approximately 125-150 target points per week, and will include an average of 5-6 stations.

Because cost is always a factor in buying radio, it is usually more cost-efficient to buy :60s than :30s. In most markets, the cost of a :60 is not much more than a :30, enabling you to "piggyback" two :30s and promote two programs at the same time. Research shows that programs with similar audience appeal or shows that flow into one another make the most effective "piggybacks." We recommend that you use this approach with WAR OF THE WORLDS to make best use of your radio buy.

One last point to remember: try to buy more than one daypart on any station. Not everyone listens to a station in one daypart and some stations are stronger in certain dayparts than in others. Consider the show or shows you are promoting and the radio stations you are selecting and your audience will get your message.

As always, your Paramount show manager is available to help you with media recommendations throughout the season. Feel free to contact us with any questions you might have for promoting WAR OF THE WORLDS.



PROMOTIONAL OPPORTUNITIES

An Overview

Building show awareness is a multi-faceted plan that extends beyond your episodic promotion. Given the name recognition of this science-fiction classic, WAR OF THE WORLDS offers a number of promotional opportunities in addition to your advertising and promotion efforts. Presented here are some ideas that will help you tailor a custom promotion to your market.

HALLOWEEN

In commemoration of the original 1938 radio broadcast, October 31, 1988 will mark the 50th anniversary of this chilling WAR OF THE WORLDS event. The original radio broadcast is traditionally aired across the country on Halloween. A contest in conjunction with a local radio station's airing of this broadcast should generate considerable interest in the WAR OF THE WORLDS television series.

This would also be a prime opportunity to sponsor a WAR OF THE WORLDS party, perhaps in connection with a local dance club and college campus. Since Halloween is the time for trick or treaters, try printing the show logo and your station logo on trick or treat candy bags and distribute them at local fast food outlets.

WAR OF THE WORLDS COMMEMORATIVE SOCIETY

On October 27-30th, Grover's Mill, New Jersey, the site of the fictional Martian invasion in the 1938 radio broadcast, celebrates the 50th anniversary of the WAR OF THE WORLDS. This organization, the War of the Worlds Commemorative Society, is planning a unique media event complete with parades, special appearances and panel discussions. This is a great opportunity for a contest with a local radio station that would result in a winner flying to Grover's Mill, NJ to participate in the festivities. For more information on the Society's event, contact:

Douglas R. Forrester
Box 716
Princeton Junction, NJ 08550
(609) 799-8844



CONVENTIONS

Many science-fiction/fantasy conventions are very active around the country, and we expect that the WAR OF THE WORLDS television series will develop a loyal following of fans. One of the largest, the World Science Fiction Convention, will occur on September 1-5 in New Orleans, and Paramount will use this opportunity to kick off WAR OF THE WORLDS to the national press.

When one of these conventions visits your area, try setting up a booth, or sponsor one of the convention's events in exchange for printing your station logo and the WAR OF THE WORLDS logo on their poster and tickets. In some cases you may be able to trade the cost of the sponsorship in exchange for running some on-air spots for the convention.

You can keep up on current convention activities around the country by subscribing to Starlog Magazine at the following address:

STARLOG MAGAZINE
Starlog Communications
475 Park Avenue South, 8th Floor
New York, NY 10016

Starlog Magazine will also publish periodic articles on WAR OF THE WORLDS throughout the season.

In addition, one of the largest sci-fi/fantasy convention organizers, Creation Conventions, can be contacted for their convention schedule at the following number: 516-SHOWMAN.

PERSONALIZED PROMOS

Personalized promos are a great way to customize your promotional image for WAR OF THE WORLDS. At various times throughout the year, the actors on WAR OF THE WORLDS will be available to record on-camera promos using your station's call letters and campaign lines. We would be happy to produce these promos for you and request that you send a written script with your shot requirements and tape format to your Paramount show manager.

MERCHANDISING

Enclosed in this kit is a complimentary copy of the Simon & Schuster novelization of the WAR OF THE WORLDS two-hour premiere movie titled "The Resurrection." This paperback is available as a premium item for any station promotions involving WAR OF THE WORLDS, and can be obtained at a discount by contacting:

SIMON & SCHUSTER
1230 Avenue of the Americas
New York, NY 10020
(212) 698-7000
Contact: Gina Centrello

Additional premium items with the WAR OF THE WORLDS logo will be available for purchase. Current planned items include T-shirts, sweatshirts, posters, further novelizations and sleepwear. These and other items will be hitting retail stores in the near future, but may be purchased when available at a discount direct from the manufacturers for your station parties or giveaways. Contact your Paramount show manager listed on the enclosed rolodex card for more information.