

SOCIAL MEDIA

How social campaigns drive viewers to the movies



Jennifer Marlo

+ FOLLOW

SEPTEMBER 19, 2013

How can fans drive the course of entertainment campaigns? In this Q&A, Gordon Paddison, CEO of Stradella Road, gives us the scoop on the most important aspects of social.

Q: At what production stage do you typically begin to plan and execute your marketing?

A: Of course this is a chicken and egg question, as it depends on our client goals. Many factors play into

this, such as film genre and launching franchises vs. marketing sequels. It's ideal when we can come in early on a project and have access to production, and those engagements will begin over a year out.

Q: Do you think that social media is relevant for every campaign?

A: Yes, there are social opportunities that can be defined for every campaign. This is determined by:

- The type of product (genre, cast)
- The consumer (psychographic, demographic)
- The digital genome of the consumer (platform footprint)

At Stradella Road, we recently worked on "Les Miserables" and "Django Unchained," which reach different audiences but are equally social projects. And there are unique opportunities with projects of both a large and small scale. We just executed a very unique, grassroots social campaign for Joss Whedon's "Much Ado About Nothing."

Q: Certainly every social campaign is different, but is there a universal checklist that all marketers can use to get started?

- Audience assessment (define your target consumer)
- What is the story your marketing needs to tell to drive a compelling value proposition to the consumer?

Q: How deeply are fan suggestions/desires taken into consideration? Do fans help drive the course of the campaigns?

A: It depends on the project. For some titles they have significant weight. Michelle Rodriguez was reintroduced in "Fast & Furious 6" based on fan interest. Studios can be very effective in changing the predisposition of fans. This summer, Paramount did a great job of turning around perception for "World War Z." This is an example of how a studio was able to quickly impact fan sentiment in the marketplace.

The hot ticket question: What are your predictions for the entertainment marketing industry in 2014?

- Fallout from the Summer 2013 box office will have an impact in the "tent-pole" space.

- The merger of Publicis and Omnicom will potentially have repercussions that reach media companies, regarding how spending is managed and automated exchanges.

Jennifer Marlo is the content manager at *iMedia Connection*.

On Twitter? Follow *iMedia Connection* at *@iMediaTweet*.



Jennifer Marlo

Jennifer received her BFA from UC Santa Barbara and MFA from CALARTS in 2006. Post graduation, Jennifer segued into freelance writing, focusing on various topics such as arts, entertainment, travel, and tourism. Jennifer is a native Los Angelean...

[View full biography](#)

