

# FANTASTIC BEASTS

FINAL CREATIVE AND PRESENTATION PLAN



## MEET THE TEAM:

### *Team Introduction Video Placeholder*

- Led by Video Producer, Trent Tarantino



## OUR TARGET:

### *Insatiable Inquirers*

- **Demographics:**

- 18-24 years old
- Casual or frequent moviegoers
- Engaged with social/digital media
- Insatiably curious

- **Psychographics:**

- Early adopters
- Want to romanticize their lives
- Looking to define themselves



## BRAND STRATEGY:

GUIDE THE CURIOUS YAYA CONSUMERS ALONG THEIR OWN  
STORYLINE OF SELF-DISCOVERY WITH THE INTENTION OF INSTILLING  
THE MAGIC OF PERSONAL GROWTH INTO THEIR FANTASTIC REALITY



## BIG IDEA:

### *Big Idea Reveal Video Placeholder*

- Insatiable Inquirers are discovering more about who they are and the things they like through unexpected encounters with magical beasts



**TAGLINE:**

**SATISFY YOUR BEASTLY CURIOSITY**

CAMPAIGN LOGO:



## CAMPAIGN BRANDING & TONE:

Adding fantasy to our consumers journey as they take on the adventures of new freedoms and autonomy



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## MEET THE BEASTS



### **Niffler: The Sparkly Extrovert**

You are an extrovert who is drifting towards an interactive career. Nifflers are the stars of human nature. People often look up to you because of your graciousness and personal accomplishments. You are an intelligent adventure-seeker who enjoys the finer things, and you are likely well-regarded by your peers. You know how good it feels to develop yourself and contribute your gifts to the world. Nifflers embody the best in a culture, so others are able to see their aspirations mirrored in you.



## MEET THE BEASTS



### **Bowtruckle: The Loyal Wallflower**

You are a self-aware and reserved individual who is emotionally honest, creative and personal. You are an authentic protector and you are easily inspired. With a knack for complicated problem solving, friends are always coming to you for advice. You are acutely aware of your environment and observation is one of your strengths. You are familiar with nature and simplicity makes it easier for you to process overwhelming experiences. You need compassion and safety in relationships and you offer those same qualities in exchange.

## MEET THE BEASTS



### Phoenix: The Charismatic Individualist

You are a powerful, dominating individual. Challenges excite you and you enjoy challenging yourself and others to exceed themselves in some way. You have an incredibly warm personality and are an emotional healer to those close to you. You use your abundant energy and resilience to create changes in your environment. You leave your mark on the things that matter to you, and you are greatly admired for it. Many people wish that they could be more like you; you are a trend-setter. People can imitate, but they cannot become.

## MEET THE BEASTS



### **Thestral: The Profound Thinker**

You are an easy going, compassionate individual who rarely shows your cards to everyone, but when you do, it is on a deep emotional level. You are typically calm and identified easily by your mysterious disposition. Some may deem you as detached, but you have a great yearning for meaningful connections. To you, friends are family. You savor moments spent with others, but you also recharge in solitude. It is easy for you to be peaceful and quiet, yet you have an intense way of emotions.

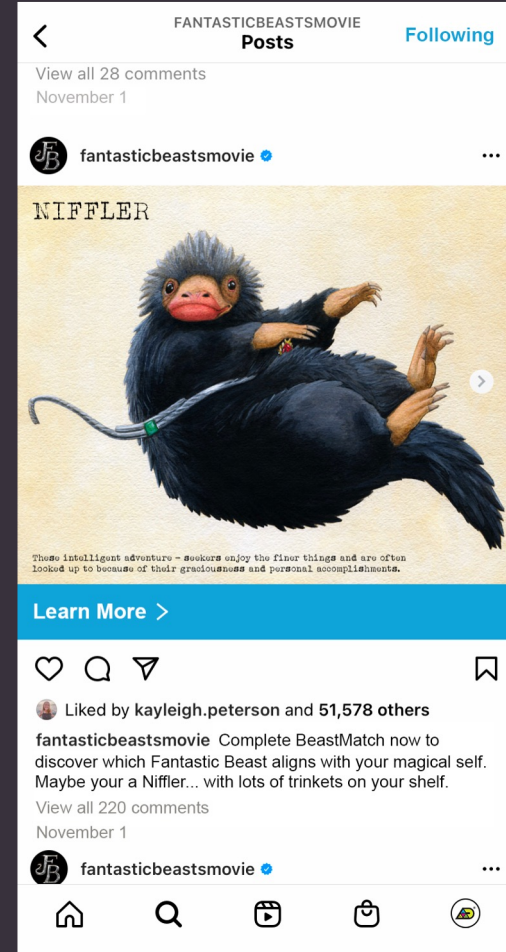
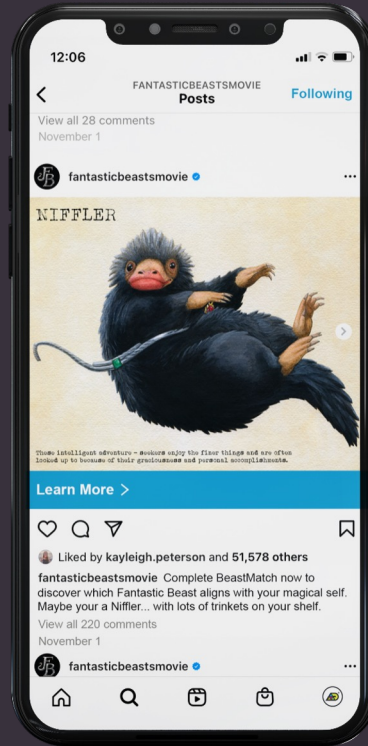
## CONSUMER JOURNEY

- Told through perspective of team members
- Each of the four touch points will be assigned to a team member that represents the touchpoint well

# CONSUMER JOURNEY

## Fantastic Beasts

- Instagram

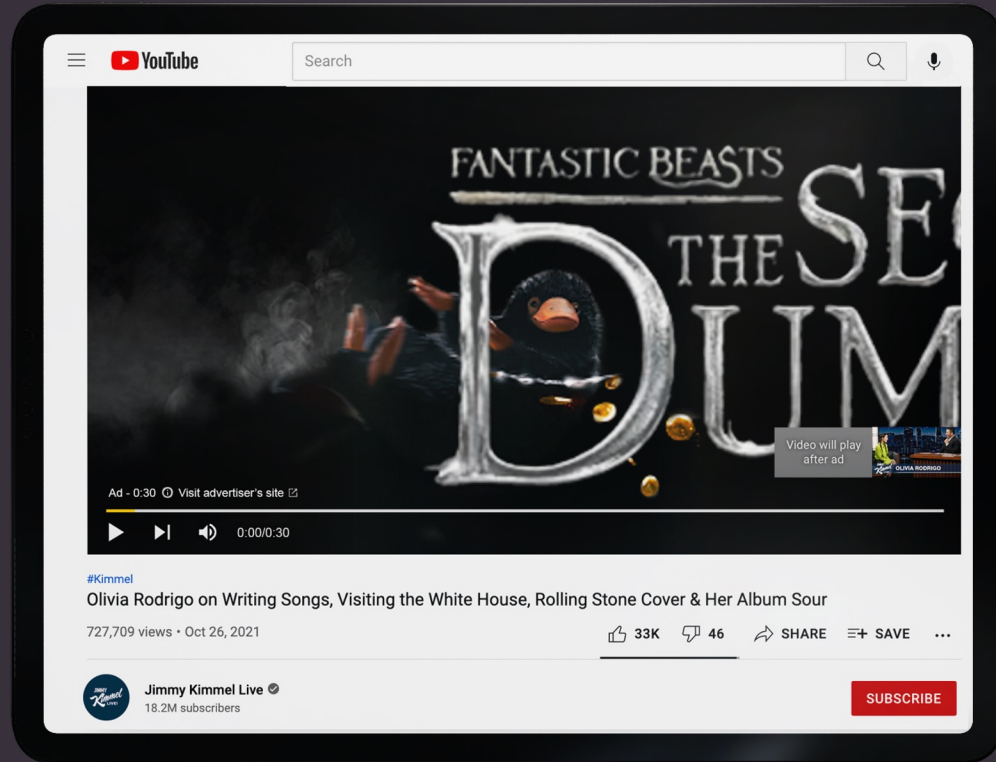




# CONSUMER JOURNEY



# YOUTUBE BUMPER AD



# GOOGLE SERP TAKEOVER



# CONSUMER JOURNEY

Ikea



# CONSUMER JOURNEY

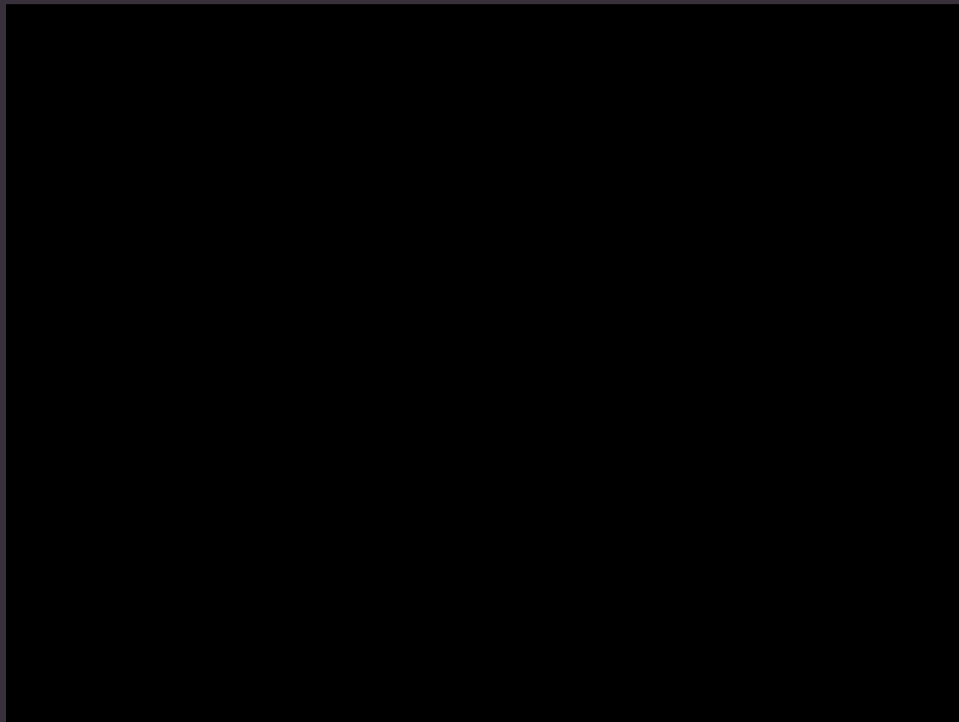
Ikea





**SNIPPET FROM FANTASTIC BEASTS:**

**Entering Newt's Suitcase**



# CONSUMER JOURNEY

Ikea



# CONSUMER JOURNEY

Ikea



# CONSUMER JOURNEY

Ikea





# CONSUMER JOURNEY

Ikea

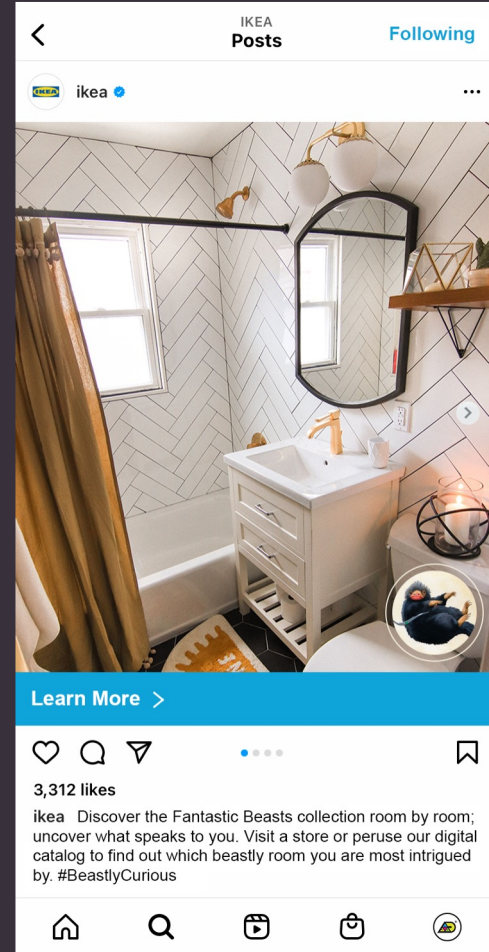
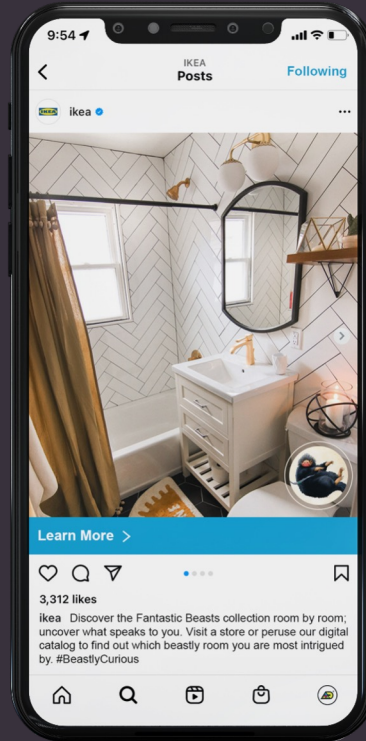




# CONSUMER JOURNEY

Ikea

- Instagram



**SNIPPET FROM FANTASTIC BEASTS:**

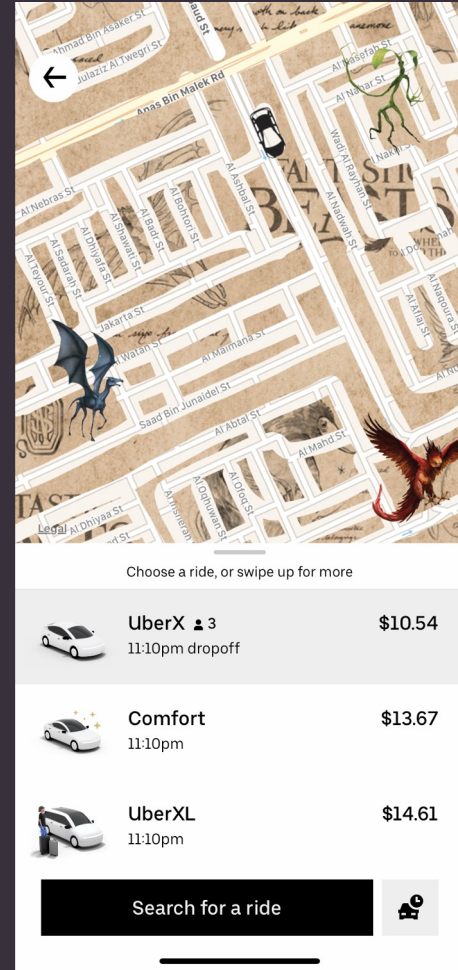
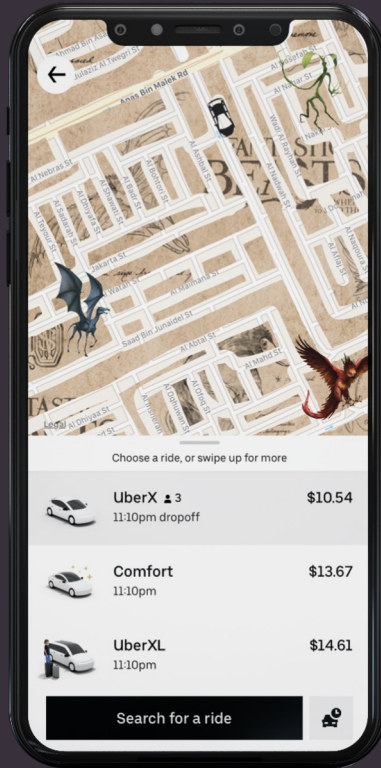
**Fantastic Beasts Characters Travelling Instantly (Apparition)**



# CONSUMER JOURNEY

## Uber

- Branded map



# CONSUMER JOURNEY

## Uber Car Topper



# CONSUMER JOURNEY

## Uber

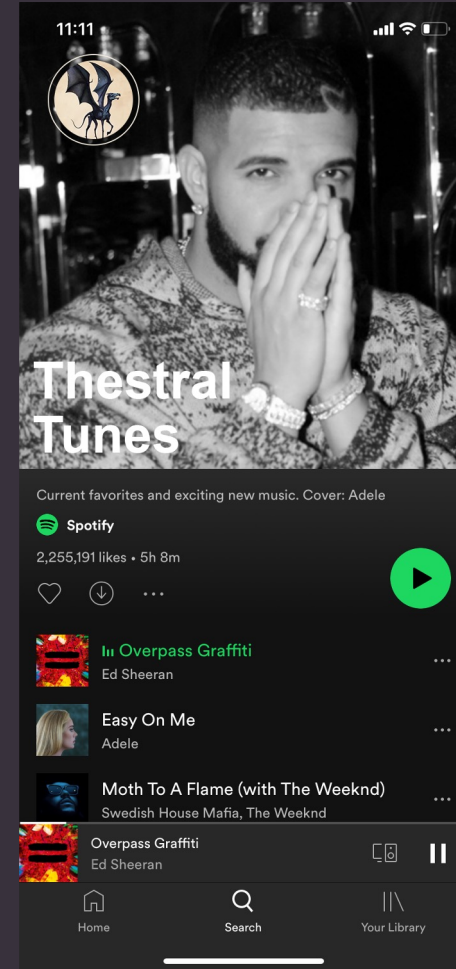
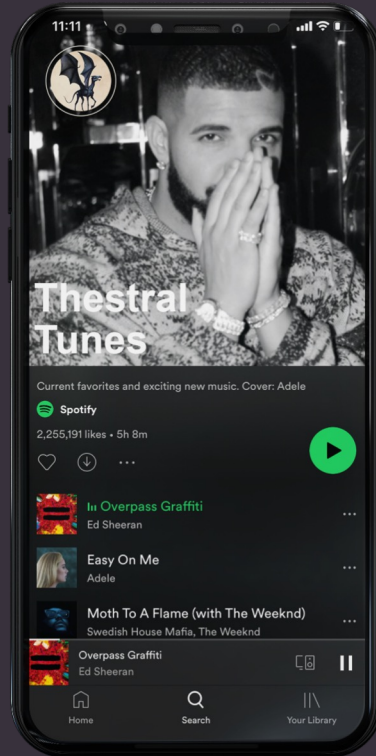
- Push Notification



# CONSUMER JOURNEY

## Uber

- Spotify playlist





# CONSUMER JOURNEY

## Uber

- In-car video



# CONSUMER JOURNEY

## Uber

- In-car video





# CONSUMER JOURNEY

## Uber

- Beast filter



# CONSUMER JOURNEY

## Uber

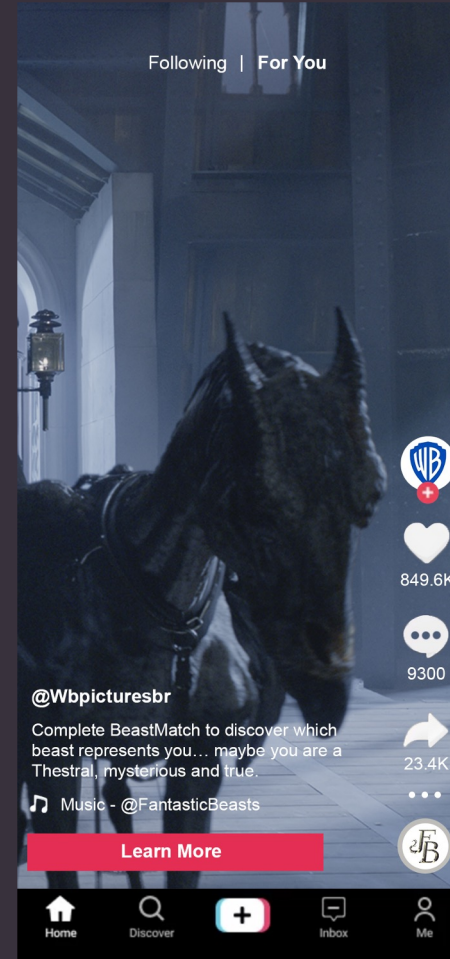
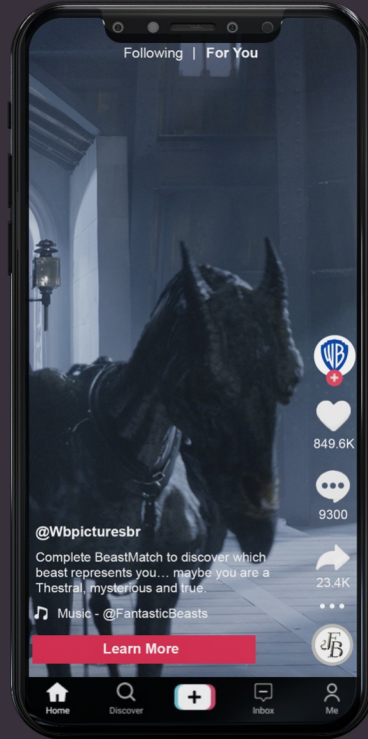
- Instagram



# CONSUMER JOURNEY

## Retargeting Ad

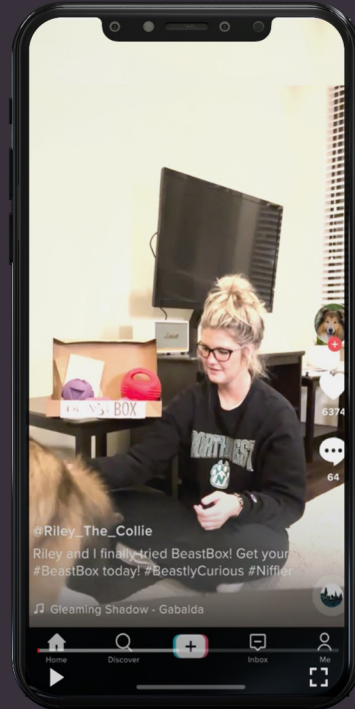
- TikTok



# CONSUMER JOURNEY

## BeastBox + World Wildlife Fund

- Influencer video



## SNIPPET FROM FANTASTIC BEASTS:

### Newt Scamander Talking About Saving Beasts





# CONSUMER JOURNEY

## BeastBox + World Wildlife Fund



## DEAR BOWTRUCKLE,

Throughout my journeys in the Wizarding World, I have strived to protect the magical beasts of the realm. It is my mission to give my Fantastic Beasts a safe haven and encourage others to protect just as I do. Your purchase of BeastBox led to an automatic one dollar donation to the World Wildlife Fund, an organization whose mission to help beasts is just as strong as mine.

You are a Niffler, and you have helped save an animal just like you: the Red Panda. Visit [www.worldwildlife.org](http://www.worldwildlife.org) to find out what other creatures you could save and continue to get involved in protecting the Fantastic Beasts of your own world.

ENCHANTEDLY,

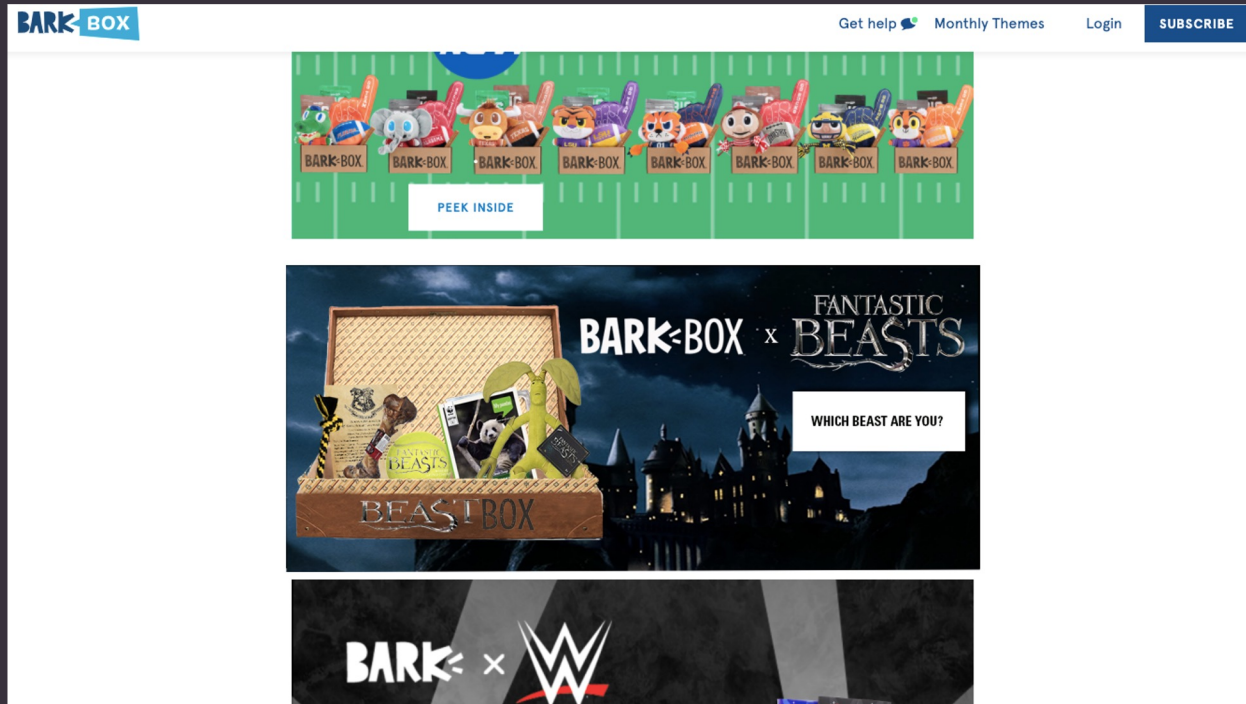
Newt Scamander



FANTASTIC  
BEASTS  
WHERE  
TO FIND THEM

# CONSUMER JOURNEY

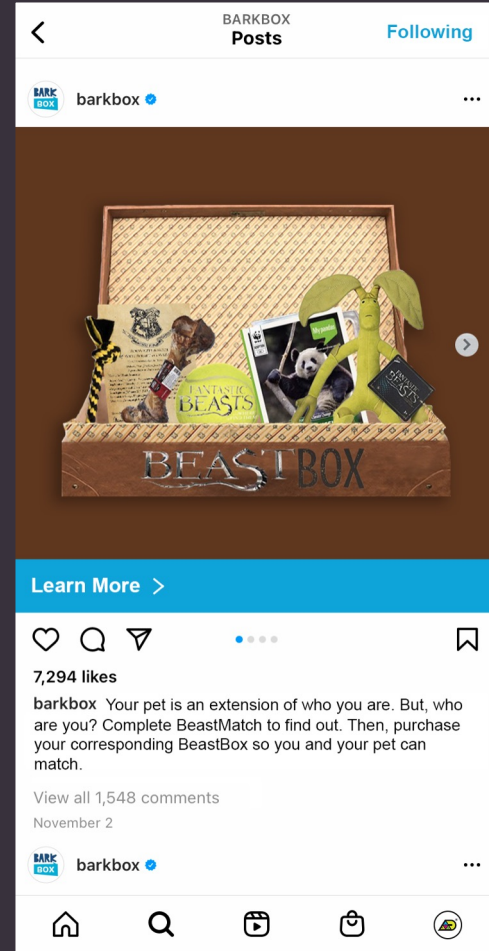
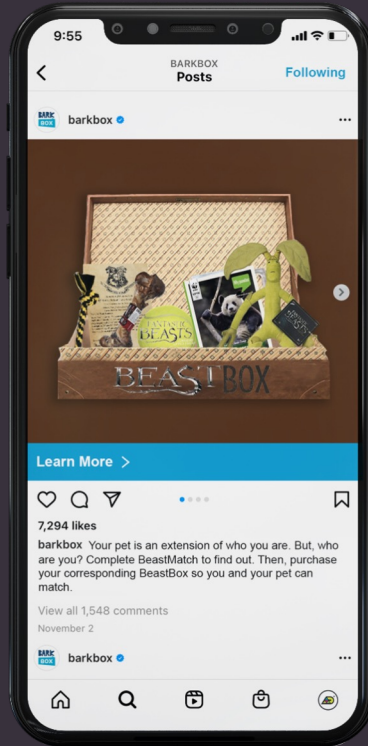
## BeastBox + World Wildlife Fund



# CONSUMER JOURNEY

## BarkBox

- Instagram

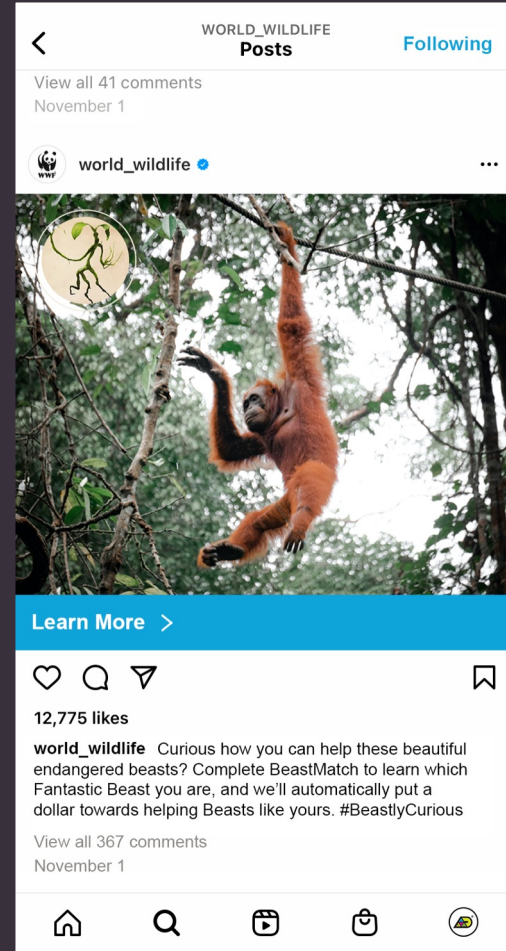
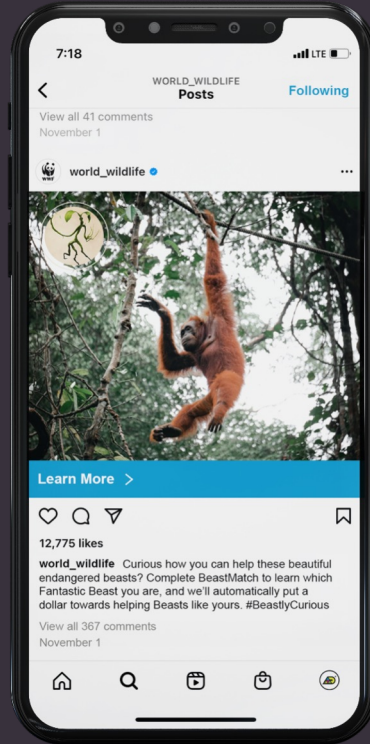




# CONSUMER JOURNEY

## World Wildlife Fund

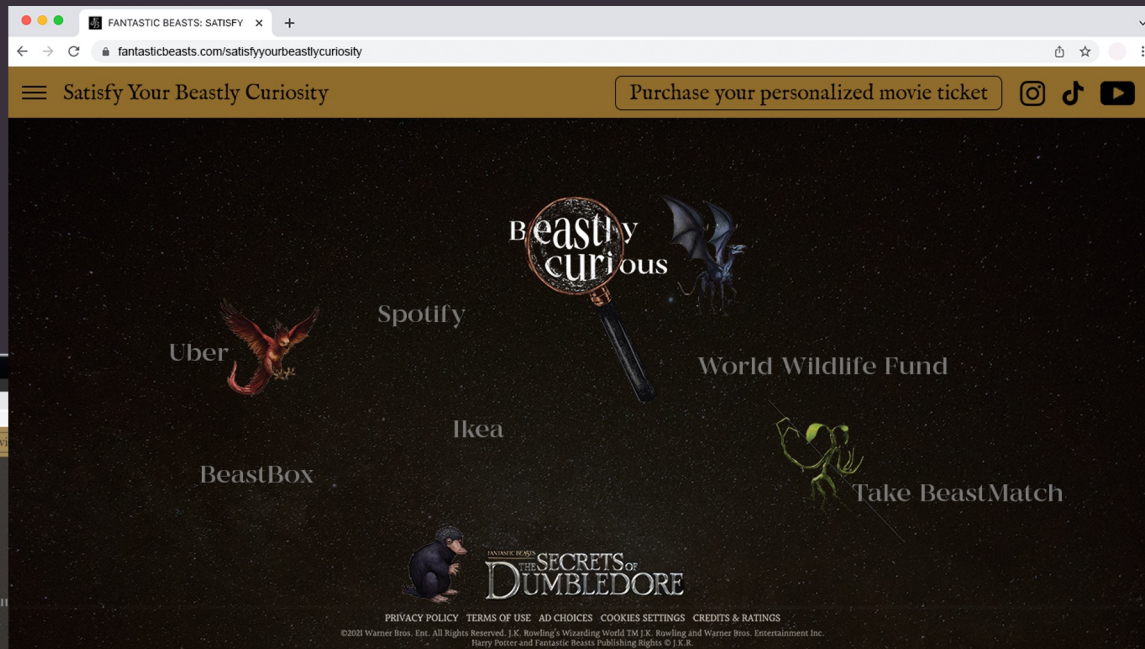
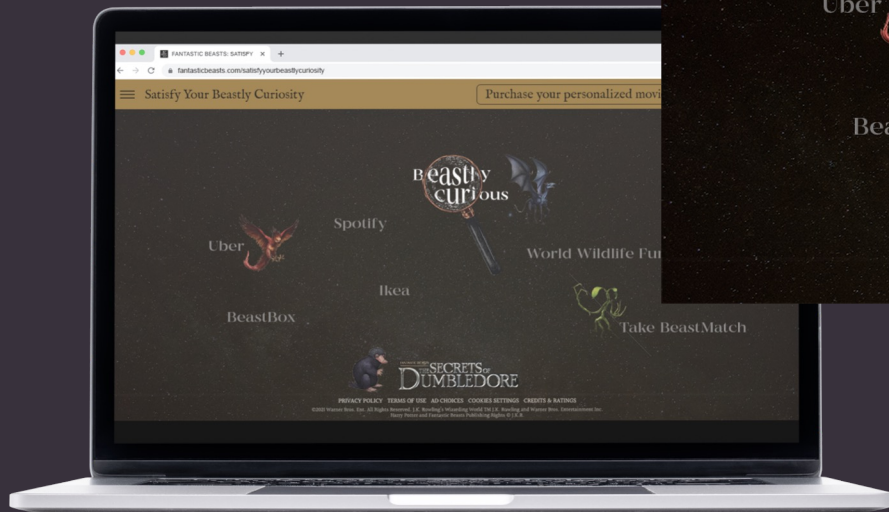
- Instagram



# CONSUMER JOURNEY

## Landing Page

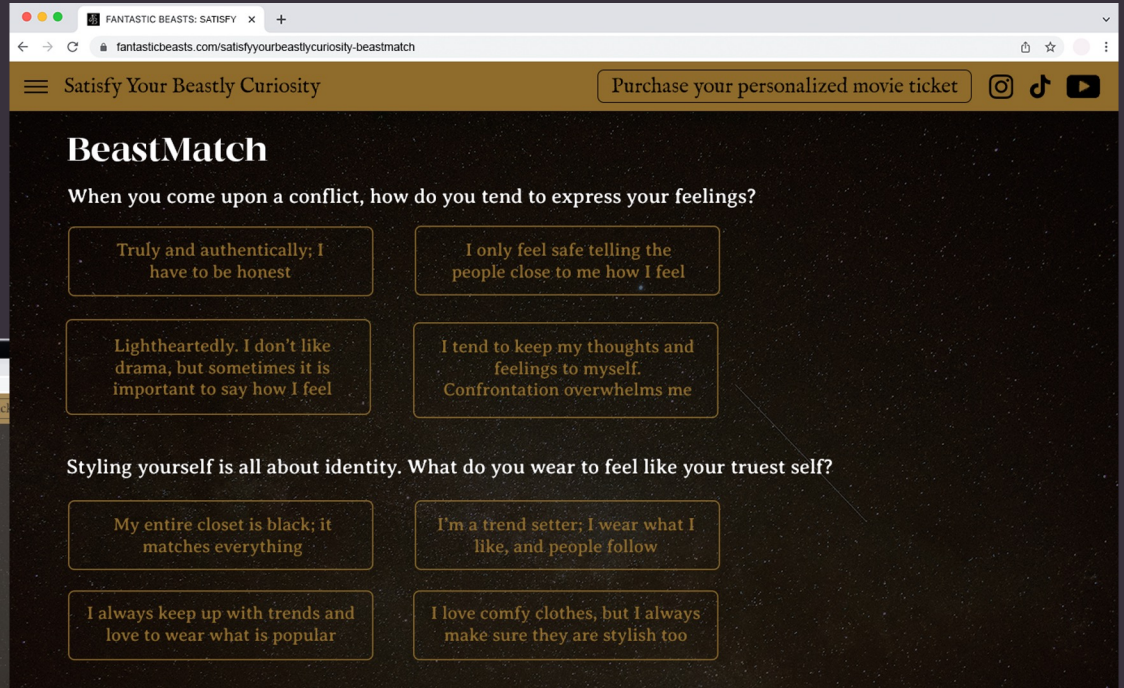
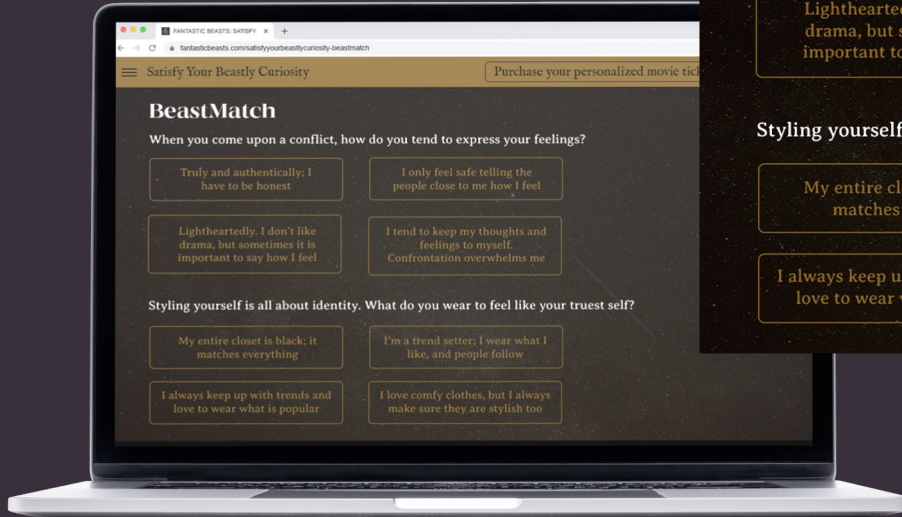
- Home page



# CONSUMER JOURNEY

## Landing Page

- BeastMatch

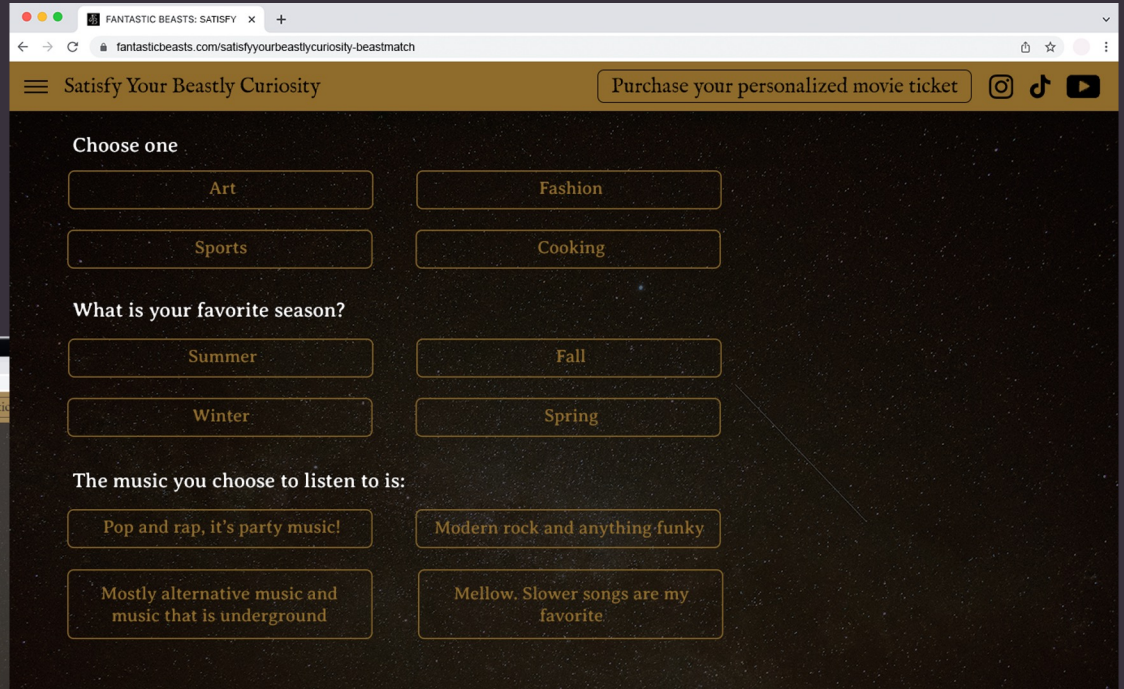
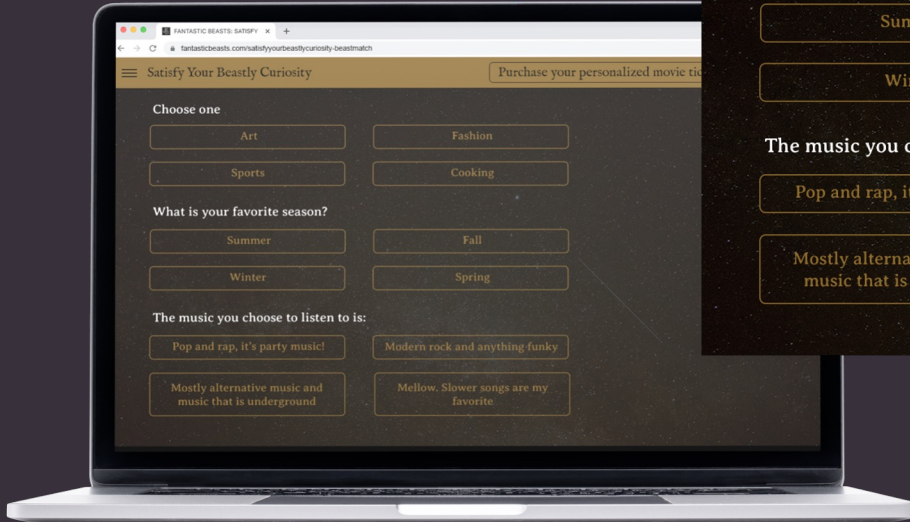




# CONSUMER JOURNEY

## Landing Page

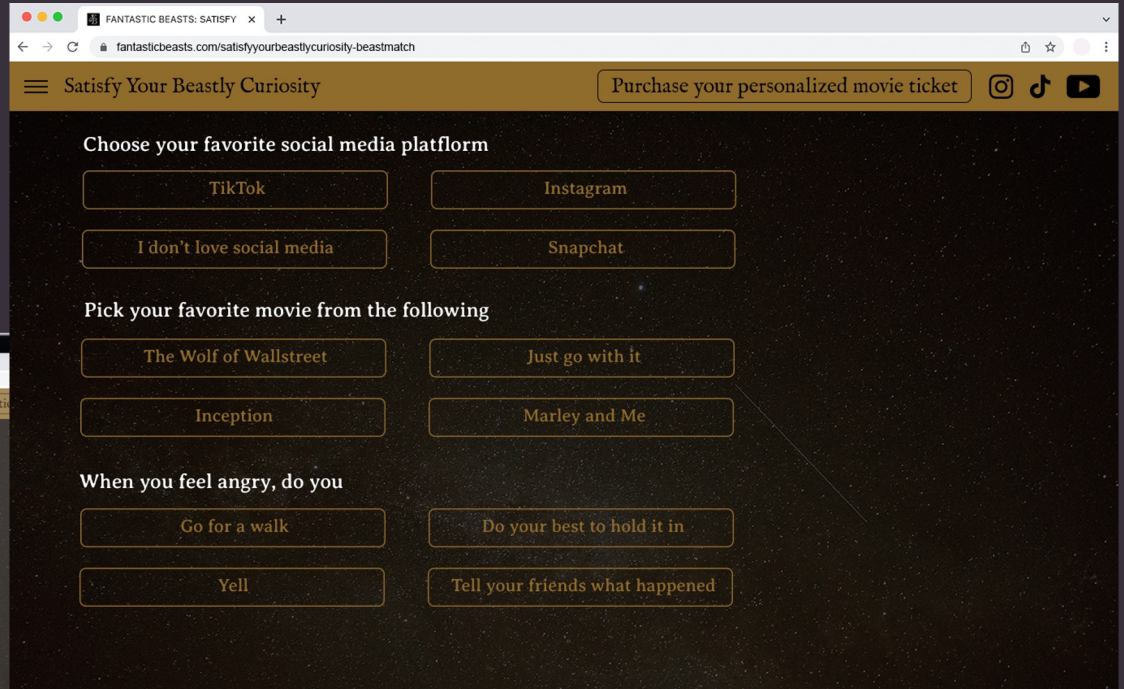
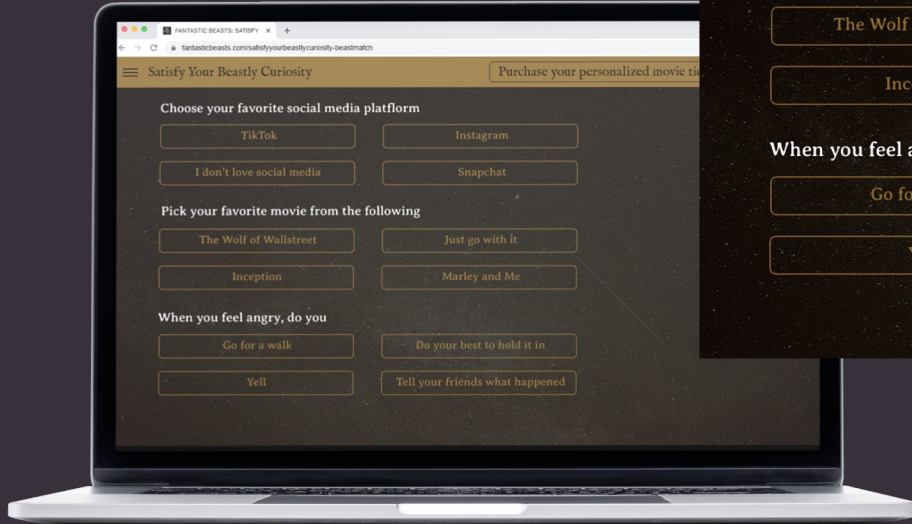
- BeastMatch



# CONSUMER JOURNEY

## Landing Page

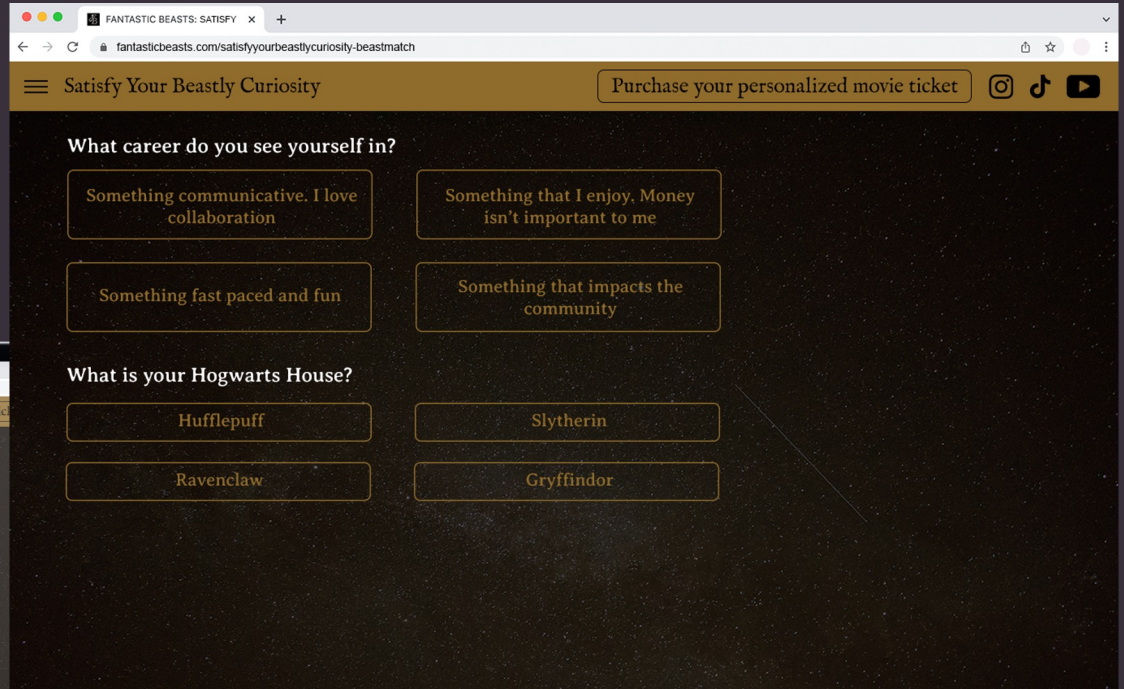
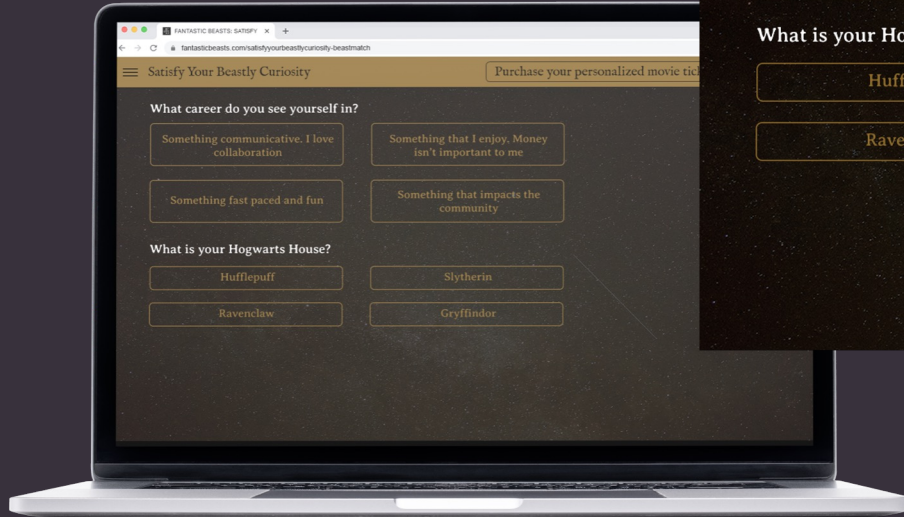
- BeastMatch



# CONSUMER JOURNEY

## Landing Page

- BeastMatch

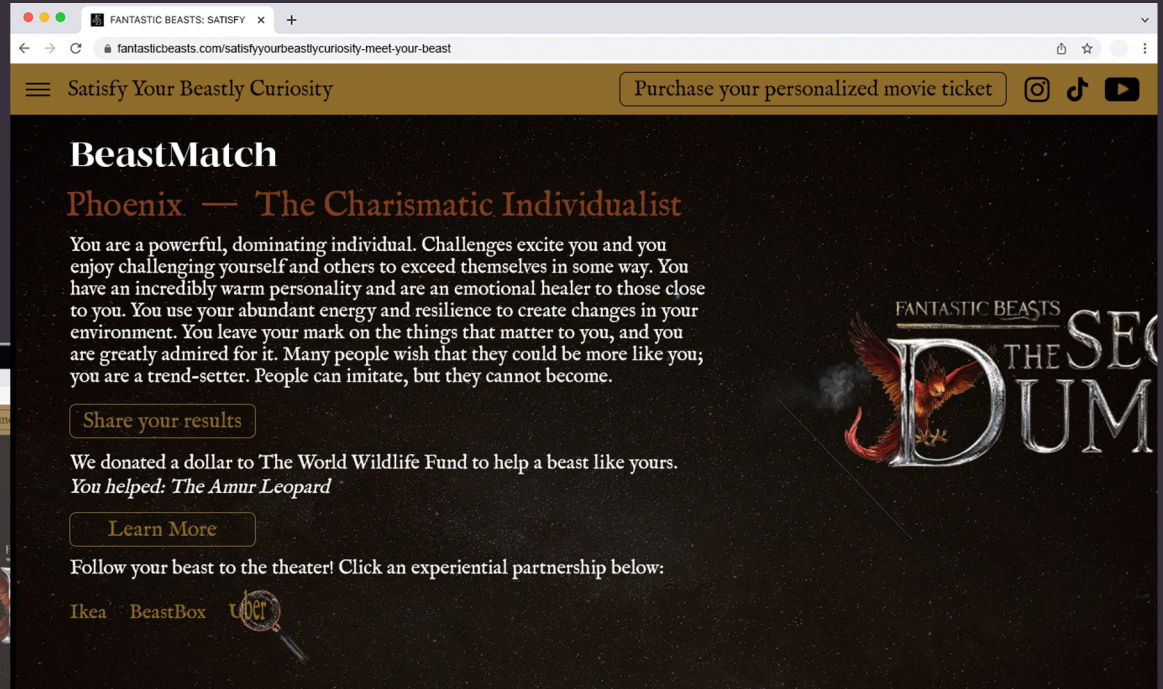
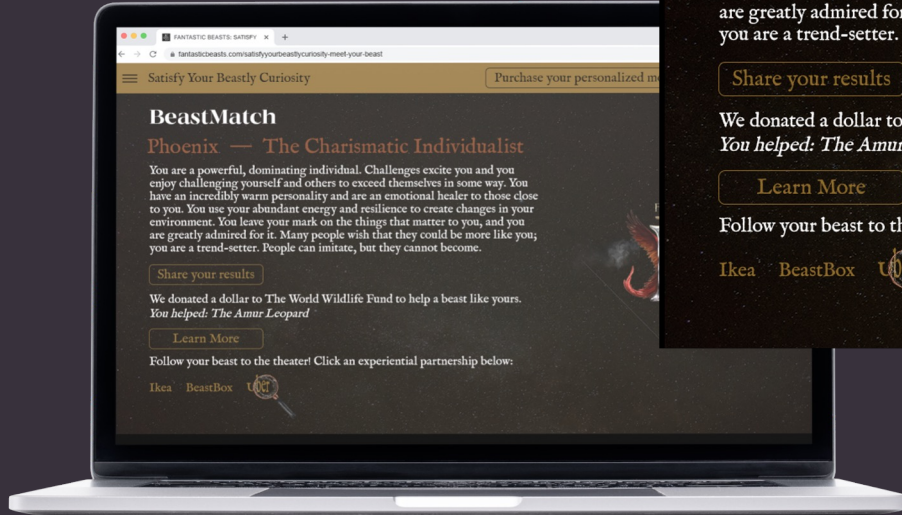




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## Landing Page

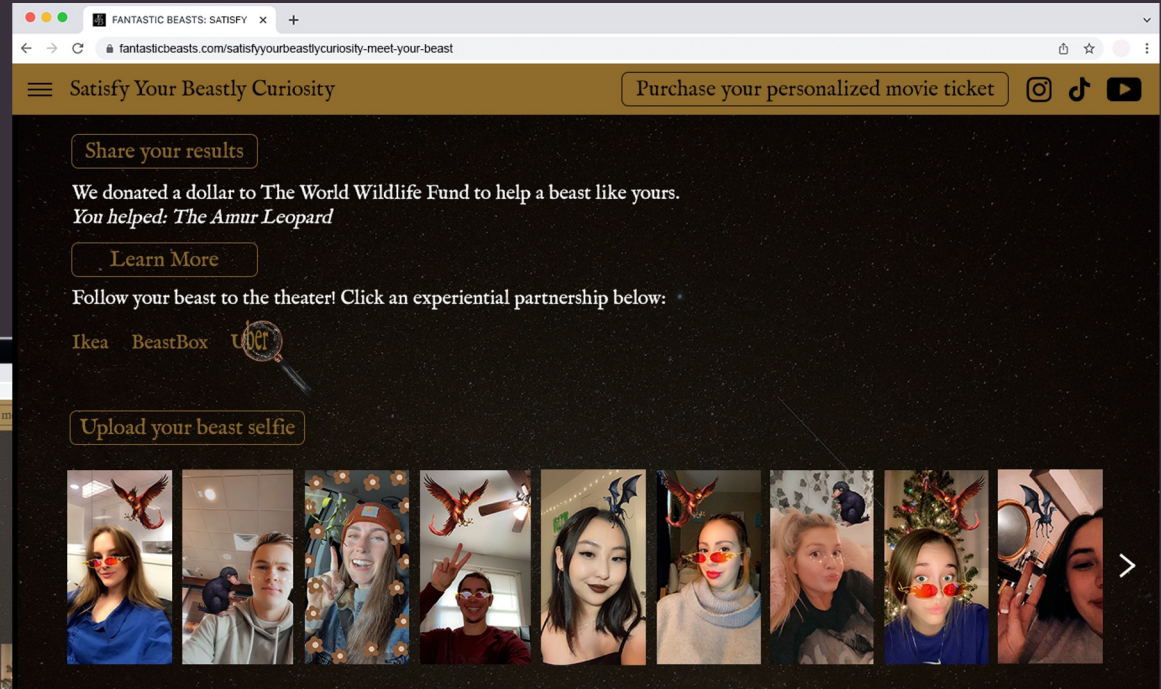
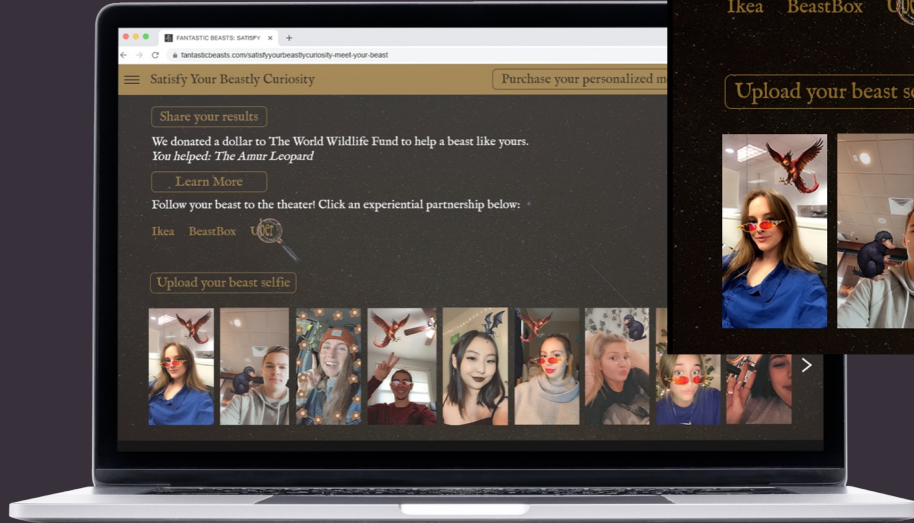
- BeastMatch Results



# CONSUMER JOURNEY

## Landing Page

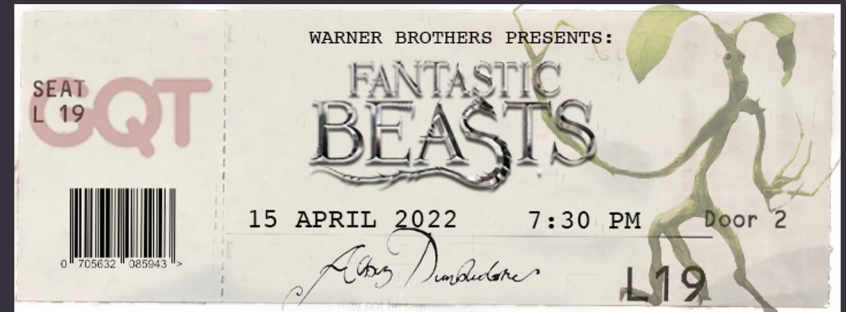
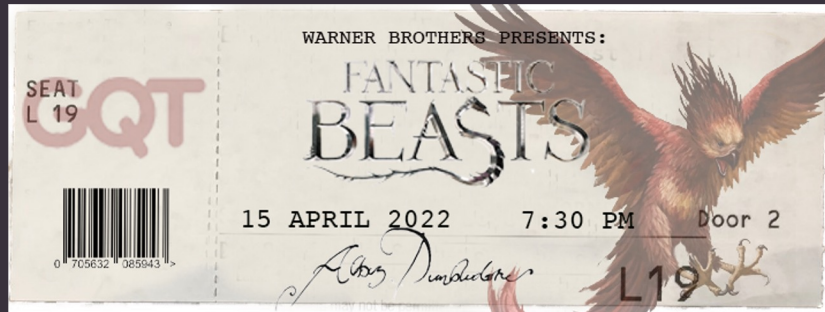
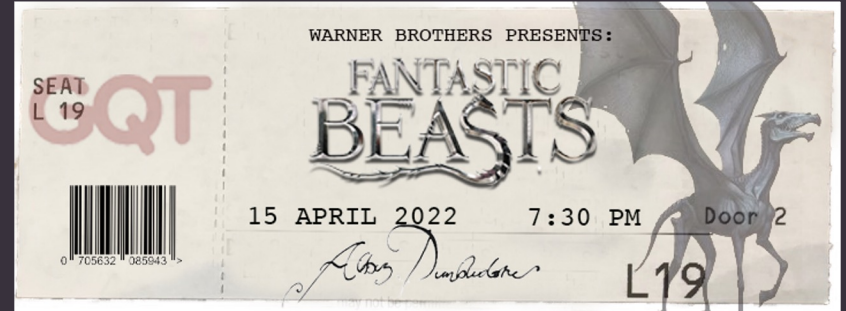
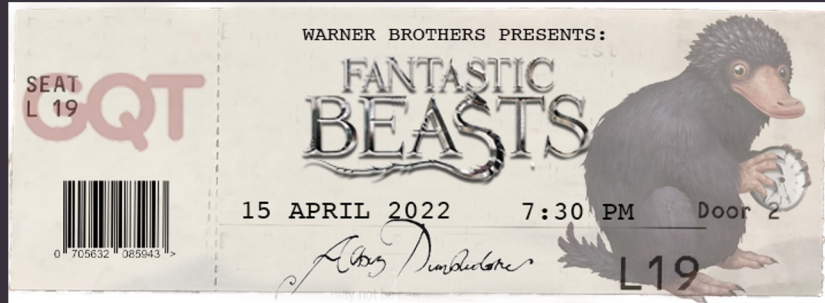
- UGC carousel





# CONSUMER JOURNEY CONCLUSION

## Theater Experience



## CONSUMER JOURNEY CONCLUSION

### *Photo or Video of 4 Team Members Outside Theater Placeholder*

- Led by Video Producer, Trent Tarantino



# CONCLUSION

## *Closing Video Placeholder*

### CAST

Maggie	MEG RYAN
Melanie Parker	MICHELLE PFEIFFER
Jack Taylor	GEORGE CLOONEY
Manny Feldstein	JOE GRIFASI
Frank Burroughs	PETE HAMILL
Spiderman	P. J. ALISEO
The Hulk	LIAM AHERN
Museum Guard	JOSÉ RABELO
Yates, Sr.	BARRY KIVEL
Dr. Martin	ROBERT KLEIN
Oribe's Receptionist	DARLA HILL
Reporters	ELIZABETH S. LIEBERMAN MAGGIE RYAN
Lady In The Police Station	DALE KASMAN
Bum In The Police Station	ANDREW MAGARIAN