



Project Snapshot:

3D Viral Promotion for *Dark Country*

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Live Event with Stereoscopic Viral Photos for Sony's *Dark Country*

The Challenge: Use viral web marketing in conjunction with a live event to promote Sony's upcoming 3D release, *Dark Country*.

What We Did: Propellerhead arranged for a special promotion for Sony Pictures film *Dark Country* at an event with the PGA and The New York Times at the Film School at UCLA.

How We Did It: Propellerhead arranged an extensive stereoscopic technology demonstration at a special PGA/ New York Times Event held in Los Angeles in October. A variety of technology companies demonstrated time and talent to the display including Technicolor, Sony, JVC, Da-Lite and Christie. The centerpiece of the event was an outdoor, rear-projection theater displaying an exclusive trailer for Sony's upcoming stereoscopic film *Dark Country*. In addition, Propellerhead built a spooky Halloween scene and arranged for the guests to have their photos taken in 3D to help partygoers to "bring the magic home with them". Partygoers were also given 3D glasses and instructions regarding how to find their photo online.

Propellerhead also created a stereoscopic microsite and posted the 3D photos while the party was still going on. Partygoers could then go online and see and share their 3D photos from the event.

"Partiers loved posing for the 3D cameras," said event and site producer Jeanette DePatie. "They couldn't wait to show their friends. Everywhere you looked, there were folks wearing funny looking glasses gathered around an i-phone."

The 3D projection and the microsite both served to promote the film and emphasize the new stereoscopic technology used to shoot it. The microsite gave the party “legs” as guests forwarded photos to friends days and even weeks after the event.

“While 3D is has been around quite a while, this was a new take on the technology,” said Producer Jeanette DePatie. “The microsite not only allowed us to add a viral component to the party, but also allowed us to quietly gather marketing data and leads long after the fact. And rather than being seen as a crass marketing effort, partygoers saw the promotion as an especially fun part of the party.”

The Result: Both the clients and the technology sponsors were thrilled. The movie was promoted to a very elite crowd of Hollywood A-listers and over ten percent of the partygoers reenforced the brand image by seeking out and sharing their 3D photos online.

