

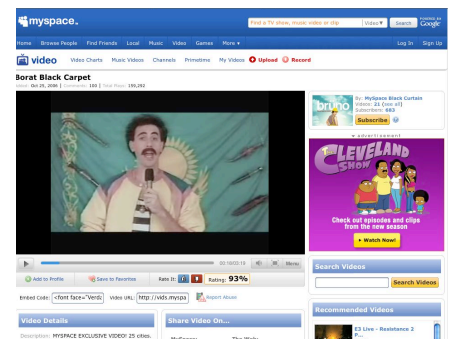
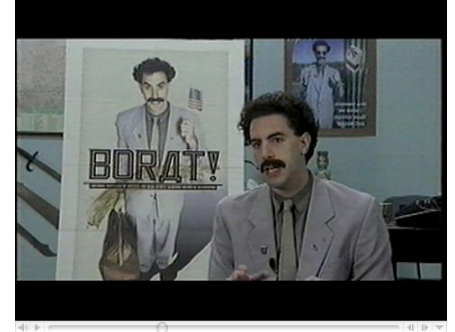


Project Snapshot:

## BORAT

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## Borat MySpace and Viral Video Campaign

**The Challenge:** Use viral video and social networking sites to build buzz for the upcoming, and soon to be cult classic movie, *Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan*.

**What We Did:** Propellerhead with production partner Evolution LA created MySpace videos for Borat star, Sacha Baron Cohen and documented live performances at “Black Carpet Screenings” throughout the country.

**How We Did It:** Producer Mark Shockley spent a great deal of time on MySpace and YouTube to understand the look and feel of user created social networking video before shooting Borat’s now famous MySpace video. “It needed to be clean and have good audio, yet still look homegrown,” said producer, Mark Shockley. “I think we managed to get the best of both worlds.”

The set was dressed with a flag of Kazakhstan and several knives on the wall and a woven rug on the floor. The camera was locked slightly off center. Borat turns on the camera and backs into frame, highlighting his...“waist”. Borat looks into the camera and simply invites people to “be his friend on the MySpaces” as only he can do.

In addition to the original MySpace video we documented a series of live preview screenings of the new film which are hosted by Borat himself. The preview screenings, part of the MySpace Black Carpet Series, were quickly filled to capacity with eager fans waiting for hours for a seat and to witness outrageous red carpet arrivals. For instance at the Toronto Film Festival, Borat arrived riding with a live donkey on a large cart, pulled by several women.

The red carpet arrival antics were not the only surprises faced by the film crew. “The fans were yelling and screaming, and you never knew what was going to happen next,” said Shockley. “At the Toronto Film Festival, there was a problem with the film, and Cohen vamped with a totally spontaneous audience Q&A session. Since we always go prepared for anything, we got the whole thing on tape. The resulting MySpace traffic was totally unbelievable.”

Propellerhead and Evolution were also called upon to document Borat's response to the country of Kazakhstan's threats to sue Sacha for misrepresenting their country. In the hilarious response video posted on MySpace, Borat insists, “Many reforms have happened in Kazakhstan. Women are now allowed to ride inside the bus and homosexuals no longer have to wear blue hats.” Again, Producer Mark Shockley captured the moment with a hybrid of excellent basic production skills, carefully engineered to look like user-generated content.

**The Result:** The Borat MySpace promotion has been an unprecedented success. Borat's MySpace page boasts hundreds of thousands of “friends”. In addition, Borat's videos have been viewed well over 1 Million times on MySpace and YouTube. Borat's “Black Carpet” screenings for MySpace were sellout events with eager fans waiting for hours just to get a glimpse of their cult hero. The publicity campaign has had far reaching effects with Kazakhstan issuing formal complaints to the United States for the film and a response from the President of the United States, George Bush. With buzz building to a fever pitch, Borat's opening weekend box office take was more than \$26 Million.

