

Sheep & Pig Deal

WOLVES

Marketing
Campaign

C.T.B. Film Company

Wizard
animation

CF CINEMA
FUND

New animated blockbuster

Sheep
Wolves
Pig Deal



From the creators of the most successful Russian animated feature over the past years:

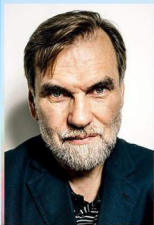
- The Franchise 'The Snow Queen' (Wizart Animation)
- 'Sheep and Wolves' (Wizart Animation)
- 'Three Heroes' (Studio CTB)
- 'Ivan Tsarevich and the Gray Wolf' (Studio CTB)

The studio Wizart Animation and producer Sergei Selyanov (STV studio) teamed up once again to work on the sequel 'Sheep and Wolves: Pig Deal.'

Target Audience and Positioning

- The project is created for the widest audience possible – children 6+ and their parents
- Genre: adventure, comedy
- Format: 3D, 4DX
- High quality animation of the studio 'Wizart Animation'
- Sequel of 'Sheep and Wolves'

Creative Crew



Directed by: Vladimir Nikolaev

Produced by: Sergey Selyanov, Yuri Moskvin, Vladimir Nikolaev

Written by: Alexey Tsitsilin, Anton Timofeev, Vladimir Nikolaev, Robert Lence who has been a major contributor on some of the most successful films in the history of animated features 'Beauty and the Beast', 'The Lion King', 'Toy Story', 'A Bug's Life', 'Shrek' and many others.

Production: Wizart Animation

Co-production: CTB Film Corporation



Screenshots

Sheep
Wolves
Pig
Bear



Images of main characters



LYRA MOZ

Bianca Gray

Mariene

Ike

Mami



"I guarantee protection for every fellow tribe, no matter what kind of skin he wears." @ Gray

Film values. Synopsis

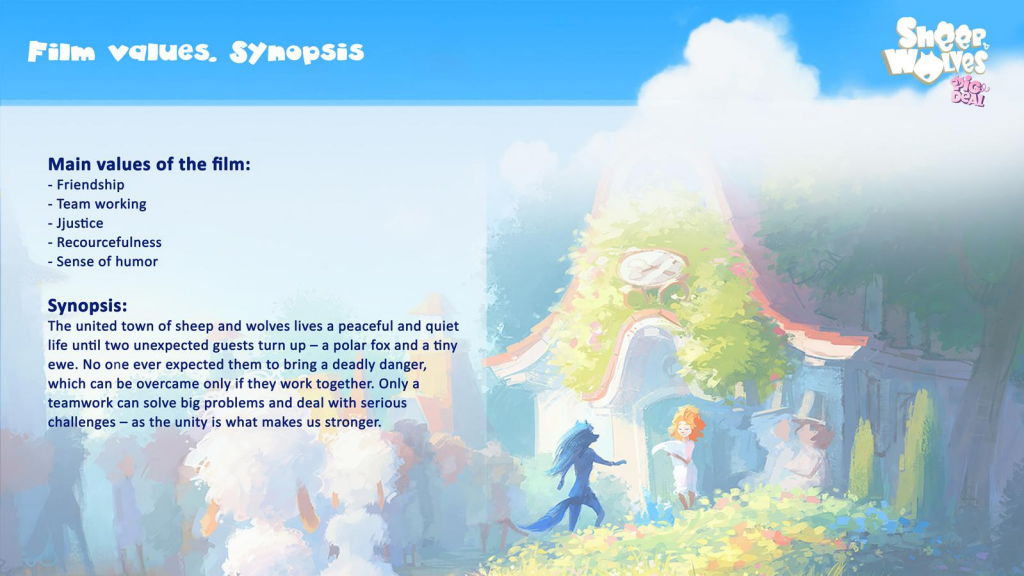


Main values of the film:

- Friendship
- Team working
- Justice
- Resourcefulness
- Sense of humor

Synopsis:

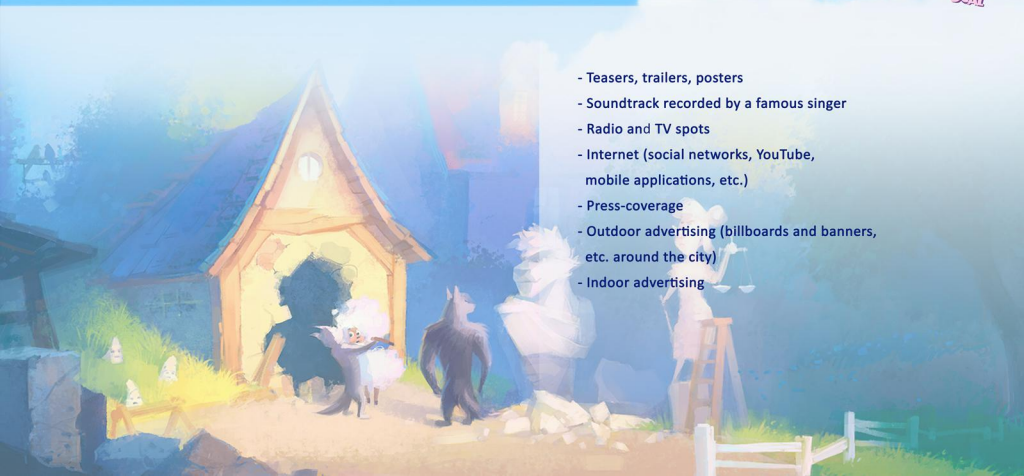
The united town of sheep and wolves lives a peaceful and quiet life until two unexpected guests turn up – a polar fox and a tiny ewe. No one ever expected them to bring a deadly danger, which can be overcome only if they work together. Only a teamwork can solve big problems and deal with serious challenges – as the unity is what makes us stronger.



Main promotion & communication tools



- Teasers, trailers, posters
- Soundtrack recorded by a famous singer
- Radio and TV spots
- Internet (social networks, YouTube, mobile applications, etc.)
- Press-coverage
- Outdoor advertising (billboards and banners, etc. around the city)
- Indoor advertising



Celebrity effect



- Soundtrack in the dance rhythm to the film performed by an international level pop-star

Reference soundtrack are:

Justin Timberlake's 'Can't Stop the Feeling' for the animated film 'Trolls' Pharrell Williams 'Happy' for the animated film 'Despicable Me' Singers such as Kesha, Lady Gaga, Katy Perry are being considered for the project.

Promotion in social media



- PR Campaign 'We are all different, but all of us need peace!' in Instagram. A selection of peaceful photos with animals of different species living nearby (in the same room, for example, a cat and a dog in the same apartment) shared by fans of the sequel. The winner is the author of the most liked photo. Hashtag in Instagram #sheep&wolves2 – it's an official account of the movie in Instagram.

- Contest 'Give Grey an advice of how to protect his flock' on Facebook . A contest for a wide audience, any follower of the official page 'Wolves and Sheep' on Facebook can write an idea of co-existence in a society. Winner will be the author of the most liked idea.

- Contest 'Love Will Save The World' on Facebook. A poetry contest with the description of the romantic storyline of Grey and Bianca 'Love Will Save The World'. Winner will be the author of the most liked idea.



Promo-action with a Zoo 'Become a curator' or 'Become a caretaker of homeless animals'



- Any child can take custody of an animal in a zoo. He's also welcomed to use zoo webcam videos or record his own and post it on the official Instagram account of Wizart.

#becomecurator

e.g.: www.moscowzoo.ru/about-zoo/live-stream/



Movie theatre advertising



- Hard posters
 - Posters with QR codes for making selfies with the characters of movie
 - Flyers and tickets with markers to play augmented reality games
 - Combo sets
 - Toppers
 - Boxes for drinks and popcorn
- N.B.: All licenced items got markers for AR games

Movie theatre advertising

Sneer
Wolves
Pig
Bear



Augmented reality



An innovative technology of digitally overlaying information onto the real-world environment. By looking at the surroundings through a smartphone or tablet PC screen, the viewer sees the picture of the real world enhanced with artificial information about the environment and its objects. In order to add something to the real world, there has to be a 'hook' – an object to grab onto. That's what markers are for. Markers are special images that serve as a background for drawn 3D objects. Wizard's experts have developed markers that allow for the real world and the universe of our animated films to come together.



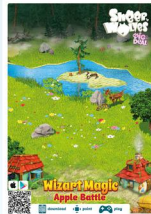
MARKER



MARKER



MARKER

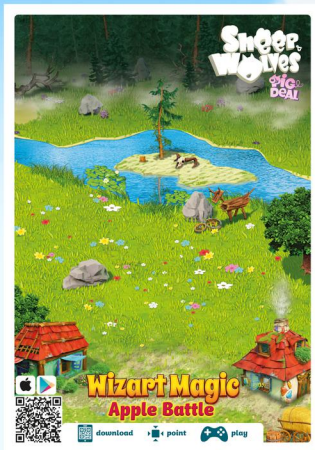


MARKER

Augmented reality

Sheep
Wolves
Pig
Deal

PLACE IT
IN FRONT
OF YOU
ON A FLAT
SURFACE



TAKE A TABLET/
PHONE

LAUNCH
THE AR GAMES
APPLICATION



Augmented reality

Sheep
Wolves
Pig
Deal

CHOOSE
THE BUILT-IN
AR GAME



Augmented reality

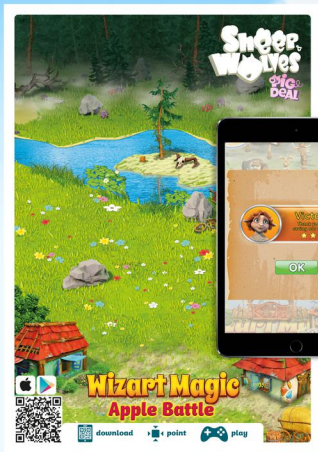


LOOKING
THROUGH YOUR
TABLET/PHONE,
YOU LL SEE
APPEARING
3D GAME WORLD
AND CHARACTERS



Augmented reality

Sheep
vs
Wolves
Pig
Deal



CROSS-PROMO and Licensing



#1 An offer to Danone and/or other Food Manufacturers



- Children's dairy food special product, a branded package with an image of Mammy, one the movie characters. To make it even more interesting for children various recipes will be given, for example a yogurt 'Magic Elixir'. Marketing with the help of Mammy's character on Twitter with healthy recipes.

'RECIPE OF COURAGE'

Ingredients:

Banana - 1 piece, apple - 1 piece, kiwi - 1 piece, orange - 1 piece, pomegranate - 1/4 pieces, yogurt 'Magic Elixir'

Directions: First of all thoroughly wash all the fruits. Peel banana, orange, kiwi, grenade, orange and if necessary peel the apple if its skin is too hard. Cut the fruit, mix everything in one bowl and pour the yogurt in.

#2 An offer to Retail Chain



- Customer loyalty action 'Gather a collection of wolves and sheep!' – an affordable licensed toy collection of 'Wolves and Sheep: Pig Deal' characters are exclusively produced for a retail chain.
- Customer receives 3 stickers each time he's making a purchase over a certain amount in a given shop.
- The collection of 30 stickers gives a chance to choose a toy from the movie toy collection.

#3 an offer to Chain Cafés



Branding of the menus
with QR codes for
AR games



#4 an offer to Sport Manufacturers (Adidas, Puma, Nike)



Branded sportswear collection for kids with remarkable and fun phrases, for example:

- I knew I'm popular! Do you want to get my autograph?
- They are strong, but I am nimble!
- Oh, please! A bag of the same color a dress – this is awful!

#5 An offer to Fast Food Chain (McDonald's/Burger King)



- Toppers and branded menu cards with AR games
- Licensed toys in the Happy Meal or children's set
- Branded zones in cafes for the winter holiday season
- Selfie zones with tags for games with augmented reality



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