**Target Audience**
- Existing Fans
- Initially under 25 male and female demographic

**Brand Positioning**
- Brand Storytelling
  - Using new distribution platforms to create unique customer experiences
- Transmedia Storytelling
  - A technique used to allow the story to unfold across multiple media platforms
- Garners active participation of fans and end users in the story’s expansion across these platforms
**Hunger Games Marketing & Branding Campaign**

- **Social Media Marketing Campaign**
- **Transmedia Storytelling**
- **Target Existing Fans**

**HUNGER GAMES MARKETING & BRANDING CAMPAIGN**

**Traditional Media Campaign**
Creating Brand Awareness 3-6 Months Prior To Release Of Film
Using Established Elements Like TV, Radio, Magazines Etc.

**Innovative Approach**

- **Capitol Couture**: Online Magazine
  Highlighted Art, Fashion And Design From The Capitol

- **CapitolTV**: YouTube Channel
  Featured Previews And Trailers Of Film
  Fan’s Were Asked To Engage And Post Videos

- **One Panem**: Facebook Page
  Featured Photos, Videos, and Apps
  One Post Asked Citizens (Fans) To Identify The District They Belonged To

- **Twitter And Instagram**
  Twitter Posted Capitol Ideology:
  Respect District Boundaries
  Instagram Reinforced Capitol Couture
Why Engage Existing Fans Instead Of New Fans?

- Large Fan Base From Book Series
- Well Versed Fan Base Means Opportunity to Start The Conversation
- Conversations Start About the Movie and Characters Share With Friends and Associates
- Active And Enthusiastic Fans Connect With Other Fans Through Social Channels
- Producing A Tremendous Amount Of User Generated Content

Were The Right Segmented Groups Reached?

- Right Decision: Hunger Games Book Series Is Geared Towards Young Adults
- Existing Fans Are Young Most Likely To Engage Actively On Social Media Platforms
- Movie May Not Resonate With Older Age Group Not Relatable
- Numbers Don't Lie: Opening Week Took In $158.1 Million $864.9 Million Globally
- Highest Grossing Film At Domestic Box Office For 2013 10th Highest Grossing Film Ever

Numbers Don't Lie:

- Opening Week Took In $158.1 Million
- $864.9 Million Globally
- Highest Grossing Film At Domestic Box Office For 2013
- 10th Highest Grossing Film Ever
**CREATIVE MEDIA TACTICS**

Created A Story With Human Element

Involved The Audience In Shaping And Sharing The Story

Persistent Story Development

Real Time With A Personalized and Integrated Audience

---

**CREATIVE CRITIQUES**

Certain Partnerships Didn’t Connect With The Movie’s Storyline**

Beauty Partnerships Ignored Men And Children
TRANSMEDIA STORYTELLING:
BRANDING & POSITIONING NON-ENTERTAINMENT PRODUCTS

STATS:
• Room Sharing Market Leader
• Focus Is People

APPROACH:
• Important Aspect: Human Element
• Stories About The People That Open Their Homes And List Them On Airbnb
• And The Travelers Who Go There

Storytelling:
• Airbnb Stories:
  Because Airbnb's audience is comprised of hosts who and guests, in-depth features and videos offer insight into both experiences

  • Pineapple Magazine:
    “brings you human stories from around the globe, infused with local flavor”

APPLICABILITY & EFFECTIVENESS:
CONTEXTUAL FACTORS

Know Your Base And Understand Your Community's Needs (Customer)

Know What's Out There
Know How You Stack Up And How To Respond To Competition (Competitor)

Humanize By Getting Your Community To Engage With Each Other Across Platforms (Collaborate)

Know What You Are Built For. What Is Your Purpose?
Airbnb Is Built On Travel, Discovery, Culture, And Experience (Company)

Aiming Towards Bipartisan Brand With A Universal Core (Context)
Sources Sited:
