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## Case Study

### Situation Analysis

Founded in 1965, Dolby Laboratories operates numerous divisions including audio and surround sound, digital cinema, 3D digital cinema, broadcast solutions, and has numerous subsidiaries.

Most movie-goers are already familiar with Dolby sound, but very few average consumers were aware they were seeing films in Dolby Digital Cinema format as well. Dolby wanted to extend their brand beyond audio, to demonstrate they provide technology solutions for the complete cinema experience. One of the main challenges while promoting the Dolby Cinema Group was creating awareness for digital cinema without tangible news to provide the “hook.” Dolby’s press coverage had been limited to niche technology trades and they were looking for a way to educate key influencers in the consumer and business press that could deliver the digital cinema story to readers.

### Strategy

The state-of-the-art screening rooms in Dolby’s corporate offices had only been used for internal testing and screenings, but MPRM suggested using the theatres to hold digital cinema press conferences and demonstrations. MPRM proposed a three-city press day, inviting top tier-reporters from both consumer and business press to attend educational demos in San Francisco, New York, and Los Angeles. After briefing reporters on the format, Dolby would show a demonstration of the digital cinema technology. By projecting a movie clip in digital cinema and traditional 35mm screen side-by-side on the same screen, the reporters would be able to compare both formats and see the clear superiority in picture quality of digital cinema. The split-screen projection would allow the reporters to see tangible differences in the picture, instead of simply hearing one format was superior without any visual basis for comparison.

### Results

MPRM was able to secure attendance from top tier business and consumer press in three cities, including reporters from *Fortune*, *Business 2.0*, *CNET*, *PC Magazine*, *CNBC*, *Wall Street Journal*, *ABC News*, *WIRED*, *New York Times*, *NBC/Telemundo*, *National Public Radio*, and *Consumer Reports*, among others. Coverage was generated in *PC Magazine*, *Telemundo*, *ABC News*, *Wall Street Journal*, and *CNET* from the event. In fact, the event was so successful that MPRM staged an additional 3D Digital Cinema press day based on the digital cinema three-city model.