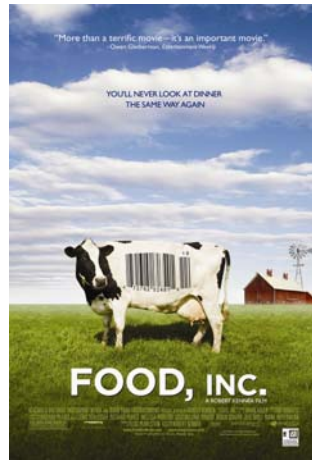




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FOOD, INC. – Interactive Social Media Campaign Case Study

Situation Analysis/Goals

In FOOD, INC., filmmaker Robert Kenner lifts the veil on our nation's food industry, exposing the highly mechanized underbelly that's been hidden from the American consumer with the consent of our government's regulatory agencies, USDA and FDA. Magnolia Pictures and Participant Media opened FOOD, INC. on June 12, 2009 to critical acclaim in New York, Los Angeles and San Francisco.

As FOOD, INC. expanded to screens across America throughout June and July of 2009, Magnolia Pictures and Participant Media were looking for further ways of engaging the online community and to increase awareness of both the film and its social action initiative "Hungry For Change."

Strategy

MPRM executed a social media strategy utilizing the film's ongoing popularity on Facebook and Twitter, and engaging these communities with talent from the film who could correspond with the audience.

MPRM worked with Magnolia Pictures and Participant media to create twitter and Facebook media events that created opportunities for the online community to directly chat with food expert Michael Pollan, along with filmmaker Robert Keller. These opportunities included:

- Twitter chats with Robert Keller to correspond with major film expansions.
- Facebook video chat with Michael Pollan
- Promotion of all social media events through an extensive blogging and twitter campaign
- Major call to action on both social media platforms for every event

Results

As a result of MPRM's efforts, each online event was a success. Each Twitter chat resulted in #Foodinc trending as the most tweeted term during the chat and creating a FOOD, INC. twitter community that still tweets using the term #Foodinc to continue awareness. The Facebook video chat was attended by over 300 Facebook members, and was cross-promoted heavily through twitter.

Additional outlets such as Huffington Post, About.com, Flixster and Documentary.org posted features about the events, and sites such as ComingSoon, Causecast, SharedDarkness and FilmRadar tweeted about the events. To date "Food, Inc." has grossed \$3.8 million domestically and is the top-grossing specialty Documentary film of 2009.