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Screen Dreams Living Fireplace Blu-Ray® and DVD Release Case Study

Situation Analysis

Screen Dreams launched its first Blu-ray release *Living Fireplace Vol. 2* for purchase during the 2009 holiday season. As Screen Dreams and MPRM Communications prepared for the release, the goal was to build consumer awareness for the product and position Screen Dreams as a leader in DVD screensaver industry. The main challenge was to interest writers in covering a new take on a familiar product.

Strategy

Living Fireplace Vol. 2 was positioned as a must have stocking stuffer and product that could be used for holiday decoration. Since the product could be enjoyed by nearly anyone, MPRM developed different pitch strategies for numerous types of media including broadcast, consumer print, trade publications and online sites.

Results

Through the efforts of MPRM, *Living Fireplace Vol. 2* received extensive coverage. Top outlets included:

Print Publications

E-Gear, Home Media Magazine, Life and Style, National Examiner, New York Times, The Onion, Philadelphia Magazine and Video Business.

Broadcast and Radio

E! News, Good Morning America and Today Show.

Online

Cinematical, EW.com, Movieweb, MSN Wonderwall, NPR, Real Simple.com and Teen Vogue.com.