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## Case Study

### Situation Analysis

TCM, the authority on classic film, launched a landmark, destination film festival that celebrates the history of film and showcases some of the very best in classic cinema from the heart of Hollywood and its historic venues. In addition to the films being shown, there were unique opportunities for fans to experience the history and excitement of Hollywood through premiere events, panel discussions, and receptions. The TCM Classic Film Festival screened more than 50 feature films over the course of four days. Highlights of the 2010 festival included the red carpet world premiere of the newly-restored version of *A Star is Born* (1954), starring Judy Garland and James Mason; and the American premiere of *Metropolis* (1926), featuring 30 minutes of lost footage.

The greatest challenge for PR was positioning this first year event as a must attend, destination event on a par with long running festivals. In addition, it was necessary to establish processes to ensure that the many components of the large-scale event ran smoothly.

### Strategy

Since this was the first year of the festival, we built the brand awareness for the festival from the ground up. We utilized the existing good will from the TCM television brand and the availability of talent to help promote the festival. This included a social media campaign to support the “on the road to Hollywood” events in six markets leading up to the actual TCM Film Festival. We also worked closely with TCM and the sponsors to maximize awareness for their participation.

In addition, we promoted specific films and available talent to focus journalists’ attention and generate larger pieces on specific aspects of the festival. This included the opening night red carpet event and gala reception hosted by Vanity Fair which book-ended the showing of *A Star Is Born*, the appearance of Luise Rainer in conjunction with *The Good Earth* and Jean Paul Belmondo on behalf of *Breathless*, among others.



## **Results**

MPRM Communications was very successful in garnering media coverage for TCM and the client's goals were achieved. Because of the successful press coverage and attendance, TCM announced on closing night that they would be staging the festival again in 2011. Coverage included Entertainment Tonight, Access Hollywood, Extra, ReelzChannel, local broadcast affiliates, industry trades, several large feature stories in The Los Angeles Times, as well as stories in Wall Street Journal, LA Daily News, LA Weekly, LA City Beat, Chicago Sun-Times, and numerous online outlets.