

DGP COMMUNICATIONS PLAN

The Gamers: Dorkness Rising



Background

TARGET AUDIENCES

- Boys and men ages 14-25 (This category can encompass all that is listed below.)
- College students
- Junior high and high school students who are interested in games, fantasy, and film
- Role-playing gamers
- Video gamers
- Comic book, anime, and sci-fi “geeks” (we say that fondly)
- Independent and B-movie film buffs
- Film industry
- Post-25er men who remember gaming in a sentimental light

INTERNAL S.W.O.T.

Strengths ***

Weaknesses ***

Opportunities ***

Threats ***

EXTERNAL S.W.O.T.

Strengths ***

Weaknesses ***

Opportunities ***

Threats ***

Protocol for Internal and External Communications

The following are guidelines regarding appropriate communications procedures where relating to The Gamers: Dorkness Rising production (G2E).

Internal

- Within Gamers Productions LLC, the communications team and executive producers should be involved in the development of and approval of any articles and or materials related to the G2E for publication.

External

- All press releases, op-eds, editorials, or columns regarding G2E must be approved by executive staff prior to issue.
- Pro-active media activity – media tours, interviews, recurring articles or any other media contacts – should be coordinated with and approved by both the appropriate production and executive staff.
- Any media calls received from reporters with questions about the agreement must be forwarded to the appropriate communicator(s) for disposition. The appropriate communicator (department head or designee) will monitor all media interviews as they occur.
- Speaker requests should be directed to Paige Barnett of the PR-Marketing Team at 253-226-4047.

Communications Goals

- To gain regional, industry, and national and international attention for G2E.
- To build awareness of The Gamers brand with the secondary intention of building awareness of Dead Gentlemen Productions.
- To secure high-profile screening venues for G2E.
- To raise money for the next DGP film that would enable it to be produced before the release of G2E.
- To build a foundation of interest for future sales of G2E and future films by DGP
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Communications Objectives

- Keep media, investors, the industry and consumers updated on the progress of G2E production and filming via the company website, free coverage of the film production in the press, and additional outreach activities.
- Develop film and DGP awareness by increasing industry contacts and identifying opportunities to highlight company and film legitimacy.
- Expand consumer base through consumer interaction and activities.
- Continue to demonstrate the benefits that DGP and G2E bring to Washington's, the Northwest's, and the independent film industries

Key Messages

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Implementation Plan – Stage 1: Pre-Production

OCTOBER 04

Key Milestones/Issues:

Strategy – Team Relations

Tactics

- Develop communications plan
- Develop media contact and email distribution lists
- Make initial tickler contacts with previously developed media contacts
- Development of a press kit

Strategy – Media Relations

Tactics

- Via press release announce the launch of the new website
- Via press release announce the production of The Gamers: Dorkness Rising to industry trade publications
- Announce the progress of the film via articles in magazines that target specific core audiences
 - Matt Vancil writing three 3000-word articles for an online gaming magazine

Strategy – Marketing

Tactics

- Research artists who could develop the graphics for G2E marketing piece (postcard) and teaser and movie posters
- Research costs of banner ads on relevant websites
- Inquire about swapping banner ads on G2E site with partner sites

Strategy – Web

Tactics

- Research search engine key words and placement costs
- Research related url addresses and cost to purchase
- Start posting content-relevant messages on behalf of DGP and G2E on message boards that our target audience frequent
 - Independent movies
 - B-movies
 - Fantasy films
 - Gaming, tabletop
 - Gaming, computer and video
 - Comic books
 - Anime
- Launch new website

Strategy – Financial

Tactics

- Product placement
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