



QUEBECOR
Media

MAPLE
PICTURES

Case Study: Tuesday August 30th, 2011

QMiSALES

Maple Pictures Background

Maple Pictures was looking to partner with Qmi Sales nationally to promote the release of their latest feature film “Conan the Barbarian” by making a big creative splash in order to maximize awareness in an exciting way.

Objectives:

- Create an exciting execution similar to the release of “The Expendables”
 - Dominant flex form creative
 - Interactive contest element

Target:

- Adults 18 – 49
 - Narrowed Target: 25 – 49 Male Skewed

Period:

- Movie Release Date: Friday August 19th, 2011
- Contest Pre-promotion: August 2nd – August 10th, 2011

Markets:

- Ontario, Alberta, Manitoba

Maple Pictures Business Case

The Idea:

- Creation of an exciting “Barbarian SUNshine Girl” contest for a chance to be featured in newspaper and online for a day, including secondary prizing with chances to win a Maple Pictures prize pack

How it started:

- Maple Pictures contacted QMi Sales directly for a partnership on the release of the film “Conan the Barbarian” for both Newsprint and Digital platforms

How it unfolded:

- QMi presented the total package to Maple Pictures after discussing their RFP

The Approach:

- Leverage both Newsprint and Digital platforms to support the release of “Conan the Barbarian” through the “SUNshine Girl Goes Barbarian Contest”

Maple Pictures & QMi Sales: Partnership



Creation of the "Sunshine Girl Goes Barbarian Contest" concept for English Canada

- Utilizing the strength of the Sunshine Girl we created a unique contest where readers could enter their best "Female Barbarian" photos across Canada for a chance to be featured as the "National Barbarian Sunshine Girl" on the release date of "Conan the Barbarian"
- Promotional creative was featured across all SUN newsprint and digital properties, as well as the Canoe network to promote the contest and film release
- QMi Sales and Maple Pictures promoted the contest on their social media platforms, Facebook and Twitter to create additional buzz
- Maple Pictures also partnered with Canoe.ca's targeted gaming application "Rock You"
- Flex Form creative was featured in the Entertainment section across all SUN's on the release date of "Conan the Barbarian"
- On the release date of "Conan the Barbarian" the "Barbarian Sunshine Girl" was featured across all SUN newspapers with an extended gallery and video shoot online where Maple Pictures had a national Sunshine Girl homepage takeover
- All Newsprint and Digital creative was created by QMi Sales' Graphic Designer in house
- Provided Maple Pictures with the best value for their marketing dollars while meeting objectives



Maple Pictures & QMi Sales: Partnership

Creative: On-line Brand Promotion – “Rock You”

Nexopia – Conan the Barbarian on RockYou



Maple Pictures & QMi Sales: Partnership



Creative: On-line Post-Contest

The screenshot shows the Toronto Sun website's 'SUNSHINE GIRL' page. At the top, there is a navigation bar with links for AUTOS, HOMES, CLASSIFIEDS, CAREERS, and OBITUARIES, along with a search bar. A banner for 'CONAN THE BARBARIAN' is visible, featuring a woman and the text 'NOW PLAYING EVERYWHERE! IN realD 3D'. Below the navigation, there are links for 'CALENDAR 2011', 'SWIMSUIT 2010', 'BECOME A SUNSHINE GIRL', and 'ARCHIVES'. The main heading is 'SUNSHINE GIRL'. The content area features a large photo of a woman in a leopard-print outfit holding a sword. To the right of the photo is a pink sidebar with the text: 'Kylie After our Canada-wide quest to find our perfect Barbarian SUNshine Girl, the ruling is in! Kylie has gone totally barbarian and is the grand prize winner of our SUNshine Girl Goes Barbarian contest. Conan the Barbarian hits theatres today, so be sure to check it out. (Ernest Dorozuk photo)'. Below the main photo is a 'CALENDAR 2011' section with a smaller photo of the same woman.

The screenshot shows the Toronto Sun website's 'VIDEOS SUNSHINE GIRL' page. It features a video player showing a woman in a leopard-print outfit holding a sword. Below the video player is the text: 'Kylie Kylie won our Canada wide search to find the perfect Barbarian Sunshine Girl. Congratulations Kylie! THU, 18 AUG 2011 21:00:00 -0700'. To the right of the video player is a smaller version of the 'CONAN THE BARBARIAN' banner seen in the previous screenshot.



Maple Pictures & QMi Sales: Partnership

Creative: Print Post-Contest

70 SHOWBIZ

The Toronto Sun ■ FRIDAY, AUGUST 19, 2011

BORN ON THE BATTLEFIELD.

CONAN THE BARBARIAN 3D

STARTS TODAY

CHECK LOCAL LISTINGS FOR LOCATIONS AND SHOWTIMES

real 3D

SUNSHINE GIRL GOES BARBARIAN

TO BUY YOUR NEW 2011 SUNSHINE GIRL CALENDAR, CALL TOLL FREE 1-877-624-1463

WANT TO SEE MORE? More girls, more photo galleries, more videos available at: torontosun.com/sunshinegirl

After our Canada-wide quest to find our perfect Barbarian SUNshine Girl, the ruling is in! Kylie has gone totally barbarian and is the Grand Prize winner of our SUNshine Girl Goes Barbarian contest. Conan the Barbarian hits theatres today, so be sure to check it out.

59 SHOWBIZ

The Toronto Sun ■ FRIDAY, AUGUST 19, 2011

Grim look at aftermath for war hero

LIZ BRUAN
QM Agency

This just in: War is still hell. A tale of war and awakening, *Caterpillar* is a blistering indictment of Japanese nationalism and chauvinism with a lot of amputee porn thrown in for good measure. Just kidding about that last part.

Koji Wakamatsu's award-winning drama starts with rape and death and ends in madness. This is a grim outing about what war looks like underneath the stirring speeches about country and duty.

Li Kurokawa (Shima Ontshi) returns from the second Sino-Japanese war a decorated hero. He has lost both arms and both legs and is badly burned, so there's not much left of him besides angry flesh. He is also dead. Kurokawa is given over to the care of his loving wife Shigeko (Shinobu Terajima), who puts aside her initial shock and repulsion to tend to what's left of her husband.

Caterpillar is brilliant but tough to look at. It's the *Feed the Movie of the Week*, really. Caterpillar is in Japanese, with English subtitles.

CATERPILLAR
RATING: 2.5 (2.5 x 2.5 x 1.5)
1 HOUR, 25 MINUTES
STARRING: Shima Ontshi, Shinobu Terajima
DIRECTOR: Koji Wakamatsu

Key unlocks sorrow

LIZ BRUAN
QM Agency

A journalist in Paris finds out the hard way that the past and the present are inextricably bound in *Sarah's Key*, a story about loss that begins in 1942.

The chapters set in the past centre on a little girl named Sarah (Melusine Mayance), whose family is separated during the 'Vel' d'Hiv roundup, part of the Nazi occupation. About 13,000 Parisian Jews were forced to stay in a stadium in the west of the city, one stop in a journey that would end, for most, in camps.

Sarah has cleverly hidden her little brother in a cupboard at home, where the French police won't find him. But then she and her parents are confined to the Winter Velodrome, and she has to find a way to get back home and let her brother out of that cupboard.

The action moves forward in time to Paris 2008. Kristin Scott Thomas stars as Julia, an American journalist working on a magazine story about the 'Vel' d'Hiv. She researches endlessly and interviews elderly Parisians about what they witnessed during the roundup. Julia's French husband, meanwhile, has just inherited a terrific flat in the Marais district of Paris from his parents, and plans are afoot to renovate. Julia, her husband and their adolescent daughter will live there, as the flat has been in the family for more than 60 years.

Just one thing though — why was the flat empty and available all those years ago, at the same time that Parisian Jews were being forced from their homes? Hmmmm.

For the light it sheds on the 'Vel' d'Hiv roundup — subject matter also covered in the film *La Rafle*, and until fairly recently a hidden bit of French history — *Sarah's Key* is disturbing but well worth seeing. Otherwise, it's meandering and a bit smug.

The film is in French and English, with English subtitles.

SARAH'S KEY
RATING: 3.5 (3.5 x 3.5 x 3.5)
1 HOUR, 51 MINUTES
STARRING: Kristin Scott Thomas, Melusine Mayance
DIRECTOR: Gilles Paquet-Brenner

CONAN THE BARBARIAN 3D

STARTS TODAY

CHECK LOCAL LISTINGS FOR LOCATIONS AND SHOWTIMES

real 3D

Maple Pictures: Business Case



The Results:

- QMi Sales received between 30 – 50 submissions for the “Sunshine Girl Goes Barbarian” within a one-week contest window
- The "Rock You" gaming application which ran from August 4th - August 10th served over 5,000 impressions
- The total engagement served was over 2,800 which was above the expected engagement goal of 2,000
- The one day Sunshine Girl sponsorship delivered over 600,000 impressions
- The ad units delivered over 1 million impressions and 3,753 clicks were recorded for the flight of the campaign
- The creative concept QMi Sales delivered through the strength of the Sunshine Girl and the SUN's #1 reach of male readers 25 – 34 fell within Maple Pictures target demographic.
- Maple Pictures strategy for targeting a male skewed demographic with the release of the film “Conan the Barbarian” was a natural fit with QMi Sales.

A successful partnership with QMi Sales!

