



THE NETHERLANDS
- THEATRICAL RELEASE –
STRATEGY & CREATIVE

KEY FACTS

RELEASE DATE

13 FEBRUARY 2019

Local holiday starting on February 16th till March 3rd

LOCAL TITLE

CORGI

COMPETITIVE ENVIRONMENT

The Lego Movie 2 (release 7/02 – 1,9M € GBO to date)

How to train your Dragon 3 (release 16/01 – 3,4 M € GBO to date)

BOX OFFICE RESULTS

3.286.842 € after 4 weeks

#1 opening

Best result ever for an nWave title in The Netherlands

Split 2D/3D: 2M € in 2D + 1.3M € in 3D



Comps Titles	Corgi	Bigfoot Junior	Robinson Crusoe	House of Magic	Sammy 1
Release Date	13-02-19	26-07-17	17-02-16	16-04-14	04-08-10
Prints	127	109	105	94	93
Current GBO	€ 3.286.842				
Final GBO	€ 4.500.000*	€ 1.339.037	€ 761.572	€ 747.676	€ 1.384.293
Final Admissions	519.481*	179.070	98.432	91.891	179.679
% vs. comps		199%	425%	435%	189%

* estimates

STRATEGY

- Position as a major animation movie, on par with releases as Lego 2 and Dragon 3
- Target parents and their kids (both boys and girls)
- Important P&A spend:
combine massive campaigns on TV and outdoor with a big online campaign and a selective print campaign
- Maximize free publicity through use of carefully selected voice cast (premiere, interviews)
- In AV/online creative make sure to highlight the romance and the animal shelter characters/action, in addition to (cute and cheeky) Rex and his royal surroundings.



MEDIA CAMPAIGNS

- **Outdoor**: combining
 - bus shelters
 - billboards (landscape format)
 - digital panels in shopping mallsgenerating at least 50% reach on 15-54 ALL
- **Television**: targeting
 - kids through kids channels (Nickelodeon, Disney, Ster)
 - parents through general channel SBS5 and co-viewing on the kids channelsgenerating at least 60% reach on kids and at least 58% reach on PRP with kids
- **Print**:
Partnership with two children magazines – one of them being animal-themed and linked to the voice actor Freek Vonk



MEDIA CAMPAIGNS

- Online:

Focus on kids through:

- Youtube (targeting relevant kids channels and influencers)
- Nickelodeon app (branded contest page, pre roll)
- Yoki Network (in-app advertising, video bannering on game websites, platform MovieStarPlanet)

Additional on parents through:

- Facebook (video)
- Exhibitor websites



PUBLICITY – VOICE CAST

Careful selection of the cast

[Buddy Vedder](#) (Rex) – presenter of kids and dance shows, popular with kids

[Freek Vonk](#) (Jack) – biologist with his own magazine and TV shows, hugely popular with animal loving kids

[Bridget Maasland](#) (Wanda) – well-known presenter and dog lover (has her own charity)

[Murth Mossel](#) (Tyson) - comedian

The voice actors attended the premiere, participated in a junket + TV show appearance and were filmed for social media images (video + stills) that they also shared on their accounts.

Additional items in various shows about The British royals and their corgis

At the occasion of 200.000 visitors a [TV appearance](#) was scheduled where voice actor Bridget Maasland was presented with a golden bone and a check of 1.000 € for her foundation.



CREATIVE - POS

TEASER



X-MAS



FINAL



STANDEE WITH
BARKING SOUND



CREATIVE - SPOTS

As the posters only focus on Rex and his royal surroundings and family, we wanted to make sure to highlight the action and characters of the animal shelter, as well as the romance in the AV creative.

We cut the following spots:

ACTION 15 / ACTION 30 / CAST 20 / CAST 30

<https://we.tl/t-9g9HaSFyFa>

For the upcoming Belgian release we also wanted to include more of Trump, as well as Wanda, so we cut the following additional spots:

TRUMP 15 / TRUMP Palace 30 / TRUMP Shelter 30 / WANDA 30

<https://we.tl/t-Nvd2UtUaZR>

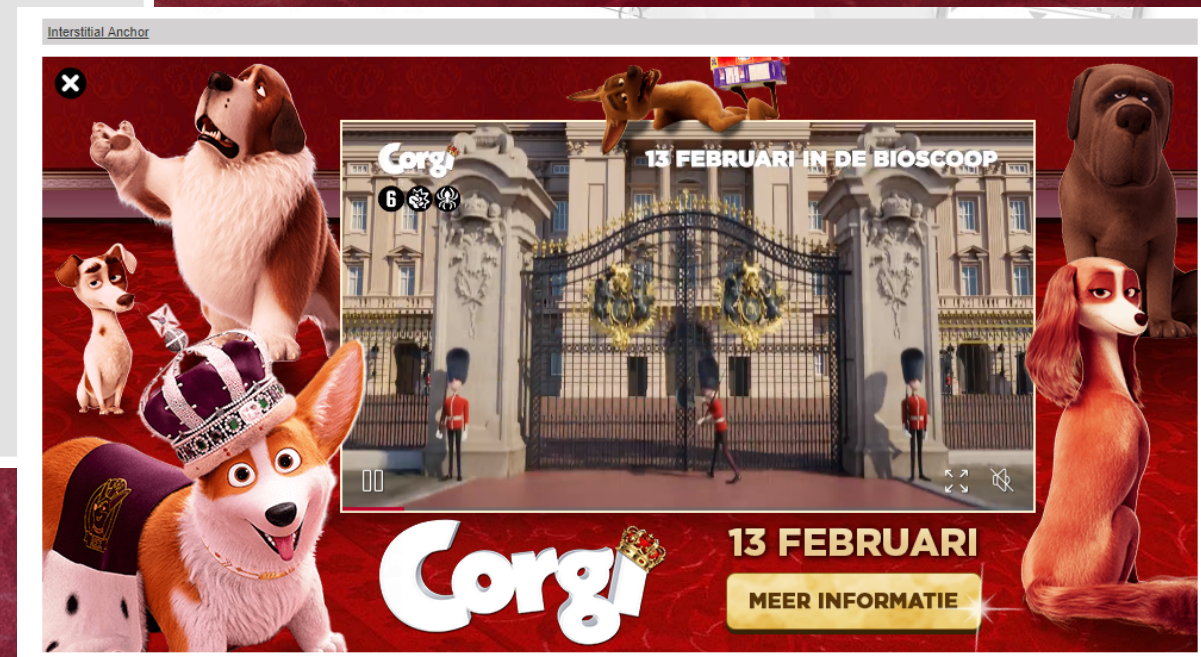
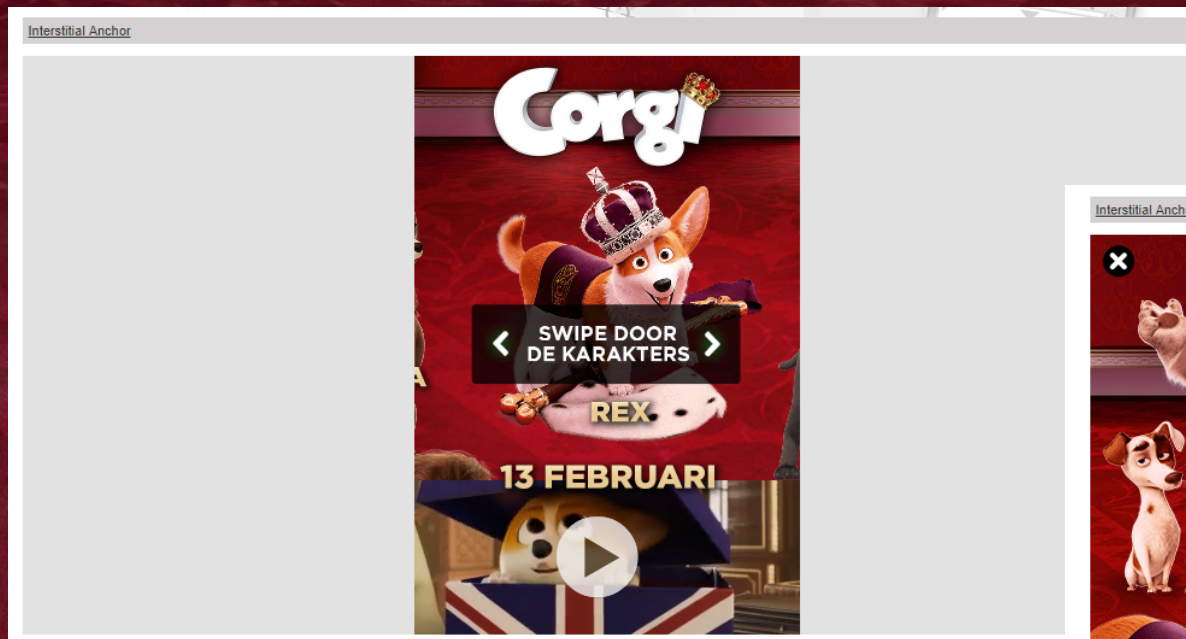


CREATIVE - ONLINE



Corgi

CREATIVE - ONLINE



Corgi

CREATIVE - ONLINE

