

# B SE

## AWARDS 2016



**BRITISH ASSOCIATION *for* SCREEN ENTERTAINMENT**

CHAMPIONING THE GROWTH OF SCREEN ENTERTAINMENT ACROSS DISC AND DIGITAL

# WELCOME

With a legacy spanning over 36 years as the British Video Association (BVA), we are very proud of our heritage and everything the organisation achieved under its original moniker.

At a turning point in the industry, an industry that is now most definitely multi-channel, we look ahead to a future as the **British Association for Screen Entertainment (BASE)** and all that the new world order encompasses.

In a world of change, the one constant is the purpose of this event.

**The BASE Awards** will continue to celebrate outstanding endeavour within our rapidly evolving industry and shine a light on the enthusiasm and tenacity that continues to create incredible consumer engagement. It is an opportunity for the industry as a whole to toast success and celebrate excellence across the board.

While the purpose of the Awards remains unchanged, enhancements have been made to reflect shifts in the category. Updates include the introduction of new awards such as the Multi-Screen Award and the introduction of new judges, who alongside a host of regular judges, ensure the pool of judging talent is rich in relevant expertise.

During 2015 we saw the category grow to an incredible £2.24 billion, an uplift of 1.5% on the previous year. Of every £2 spent on the category £1 was spent on physical formats, suggesting that consumers continue to value the convenience and quality of physical media, while also enjoying the benefits that come from digital formats.

We also saw the value of the physical video market, in terms of consumer spend, was double that of the physical music market and 20% bigger than the value of the physical video games market. The figures illustrate the continued appeal of the category and underline, yet again, the quality of product produced by the audio visual industry.

While these achievements alone are enough to warrant celebration, we want to recognise and celebrate the teams behind the triumphs, the creativity and innovation that has gone into every campaign to push the industry forward and contribute to its overall success.

Thank you to everyone that entered for an award, your talents know no bounds and you should each be extremely proud of your contribution to the category.

## **Liz Bales**

Chief Executive, British Association for Screen Entertainment (BASE)

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# THANKS

Everyone at BASE would like to sincerely thank the following individuals and organisations for helping to make the BASE Awards 2016 a fantastic success:

- All of the judges and moderators for their expertise, professionalism and time
- Tim Uden and the team at Once Upon a Time for the Awards branding and the fantastic BASE branding
- To all of our sponsors for their generous collaboration
- To Julie Harriss for sponsorship management
- Delga Press for printing this programme, Awards tickets and menus
- Creo for expertly producing all signage for the event

- Sam Stagnell, Chloe Brown, Rob Carr and all the team at Premier for all event and AV production
- Cue Entertainment for their ongoing promotional support
- Chris Barrett for creating much of the written content across the Awards

We would also like to thank all of our members and everyone that supported and attended the BASE Awards 2016, these are your awards, and we hope you had a blast.

With best wishes,

**The BASE Team**

## AWARD AND ENTERTAINMENT SPONSORS



## AWARD PARTNERS



## CHARITY PARTNER



# MEET YOUR HOST



We are proud to welcome **Claudia Winkleman** as our host for a second consecutive year.

Claudia presents BBC One's Film 2016, has hosted red carpet coverage of the BAFTAs for the BBC and was the face of the Academy Awards and Golden Globes coverage on Sky Movies Premiere.

Since her first major TV appearance in 1991, Claudia has presented an array of programmes including Strictly Come Dancing, the spin-off Strictly Come Dancing: It Takes Two, and The Great British Sewing Bee. She has also been known to appear as a panellist on shows such as Never Mind The Buzzcocks and Have I Got News For You.

After graduating from Cambridge, Claudia became a fashion editor for Tatler, where she also wrote columns on motoring and nutrition. She has since contributed to Vogue, The Sunday Times and The Independent. She also fronts Claudia Winkleman's Arts Show on BBC Radio 2.

Claudia is a passionate film fan who counts The Shawshank Redemption, the first two The Godfather movies and E.T. the Extra-Terrestrial among her favourites.



# eXPD8

delivering service **excellence** *first time... every time*



## CONGRATULATIONS TO ALL OF THE NOMINEES AND WINNERS!

eXPD8 Field Marketing Agency are proud to support the BASE awards and all of our clients. We pride ourselves on delivering first class implementation in stores, maximising availability, awareness and sales first time... every time.



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Auditing and compliance checking



Merchandising



Seasonal Support



POS / Promotions set up



Space / Store realignment



[www.expd8.co.uk](http://www.expd8.co.uk)

# THE 2016 JUDGES



**Bob Auger**

Director  
Newmerique



**Sheena Patel**

Head of Digital PR & Promotions  
Grapevine Digital



**Andrew Laughlin**

Senior Researcher -  
Technology Research Group  
Which?



**Gennaro Castaldo**

Director of Communication  
BPI



**Liz Waller**

Associate Director  
Blue Rubicon

# THE 2016 JUDGES



**Melanie Nicholas**

Executive Consultant



**Camilla Markham**

Head of Marcomms  
HTC



**Orlando Parfitt**

UK Movies Editor  
Yahoo!



**Lynne McDowell**

Founder and CEO  
Well Red Music & Media



**Kerry Nortcliffe**

Sales & Marketing Manager  
IMDb

# THE 2016 JUDGES



**Dean Russell**

Founder & Lead Strategist  
E-pif-ny Consulting



**Matt Risley**

International Entertainment  
Editor  
MTV International



**Monica Chadha**

Founder  
Mocha 8



**Nick Keegan**

Communications Consultant



**Barbara Feeney**

Head of Trade Marketing  
Metro

CONGRATULATIONS TO ALL THIS  
YEAR'S WINNERS



WE'LL BE ONLINE WITH THE PHOTOS TOMORROW AT  
[WWW.CUEENTERTAINMENT.COM](http://WWW.CUEENTERTAINMENT.COM)

# THE 2016 JUDGES



**Catherine Anderson**

Head of Communications  
BBFC



**Louise Vaughan**

Director  
Blue Rubicon



**James Warren**

Marketing and  
Publicity Manager  
Altitude Film Distribution



**Teague Emery**

Director of Social Media  
Think Jam



**Richard Staplehurst**

Advertising and Partnerships Manager  
OCC

# THE 2016 JUDGES



**Jody Clark**

Director of Content  
My Movies



**Tim Uden**

Chief Creative Officer  
Once Upon a Time



**Alison Crinion**

Communications Director  
Industry Trust for  
IP Awareness - Ireland



**Davina Barker**

Head of Agency Sales  
DCM



**Tanya Easterman**

Senior Relationship Manager  
Cinema First

# THE 2016 JUDGES



**Vince Petersen**

Head of Global Content Partnerships  
Netgem



**Andy Chatburn**

Film & TV Trading Manager  
Entertainment  
Sainsbury's



**Lynn Li**

Director of Marketing  
& Communications  
ERA



**Andy Andersen**

Visual - New Release & Chart Manager  
HMV



**Glenn Purkis**

EMEA Accessory Category Lead  
Xbox

**Congrats  
to the UK's  
Number 1  
video  
companies...**



**Proud to sponsor the BASE Awards for:**  
**Retail distributor of the year**  
**Retail title of the year**

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Editorial: [Rob@officialcharts.com](mailto:Rob@officialcharts.com) | Marketing/ PR: [Lauren@officialcharts.com](mailto:Lauren@officialcharts.com)  
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# DISTRIBUTOR OF THE YEAR

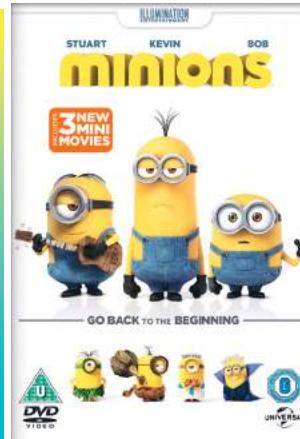
---

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# DISTRIBUTOR OF THE YEAR

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## WINNER

UNIVERSAL PICTURES UK



### What the Judges said:

Universal Pictures UK was the best-selling distributor in 2015, achieving £207 million in retail disc sales. Universal's impressive performance was underpinned by the release of a remarkable array of new release titles that gave the studio a 19.2% market share of the physical video market.

Its DVD market share was 19.2% and Blu-ray market share 19.4%. In 2015 63 titles generated more than £1 million in disc retail sales – 40 of them were Universal Pictures titles. Universal was responsible for nine of the 34 titles that generated more than £1 million in Blu-ray retail sales.

The studio's best performing titles of 2015 were Fifty Shades of Grey, Jurassic World, Minions, Fast & Furious 7 and The Theory of Everything. Universal, which took over distribution of Paramount product on disc in July 2015, had a truly remarkable year. Among its many achievements was the release of the best selling fitness title of the year, Charlotte's 3 Minute Belly Blitz, which became the fastest selling fitness DVD ever.

BASED ON SALES VALUE IN 2015, AS PROVIDED BY THE OFFICIAL CHARTS COMPANY

# TITLE OF THE YEAR

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# TITLE OF THE YEAR

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## WINNER

### THE HOBBIT: THE BATTLE OF THE FIVE ARMIES



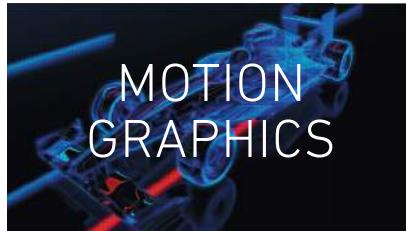
#### What the Judges said:

Warner Home Video achieved remarkable results with the third and final instalment of Peter Jackson's big screen adaptation of J. R. R. Tolkien's novel *The Hobbit*. Crucially, *The Hobbit - The Battle of the Five Armies* was the best selling title on disc in 2015, shifting 1.28 million copies. It was also the best retail revenue generating title on disc, bringing in £19.2 million by the end of the year.

As if that were not enough, the action adventure became the fastest selling title of 2015, based on Week One sales, pipping *Fifty Shades of Grey* by just 766 copies when including sales of the associated boxset. Fans of *The Hobbit* trilogy proved eager to enjoy the epic production in the best quality available, with many opting for high definition discs.

In 2015 no title sold more than *The Hobbit - The Battle of the Five Armies* on Blu-ray, with 429,000 HD copies sold, including the boxset.

BASED ON SALES VOLUME IN 2015, AS PROVIDED BY THE OFFICIAL CHARTS COMPANY



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# A **CRACKING** PERFORMANCE



**CONGRATULATIONS TO  
ALL THE AWARD WINNERS!**



# RETAIL STORE OF THE YEAR

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# RETAIL STORE OF THE YEAR

SPONSORED BY



# WINNER

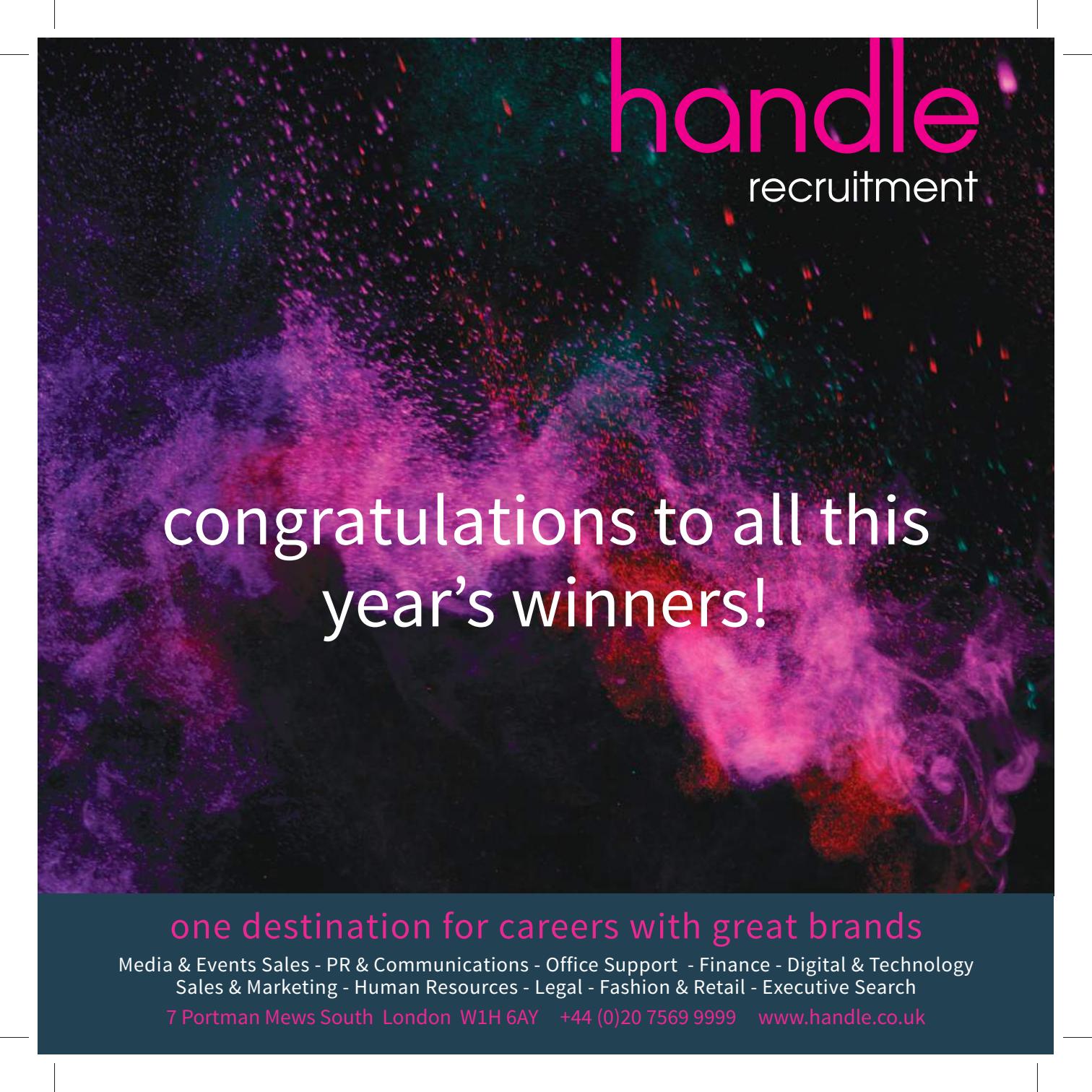
hmv

**BASE Members who are Managing Directors, Sales Directors and Marketing Directors voted on the award in this category.**

Due to their devotion to consumer driven campaigns which are thematically linked to content. Their events add real value at the core.

# HIGHLY COMMENDED





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year's winners!

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RETAIL IN-STORE THEATRE  
INITIATIVE OF THE YEAR

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# RETAIL IN-STORE THEATRE INITIATIVE OF THE YEAR

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## WINNER

**TESCO** - JURASSIC WORLD (NOMINATED BY UNIVERSAL PICTURES UK)



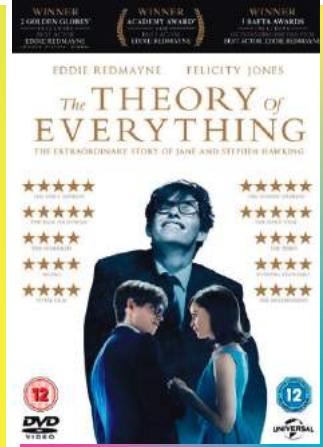
### What the Judges said:

A very high standard, premium quality offer delivered on a mass scale, this campaign was the clear winner for all the judges. It was felt to be an innovative and creative campaign that was brilliantly executed.

The judges were impressed with the sheer breadth of the campaign, allowing the title to own the in-store entertainment space. It achieved maximum in-store theatre and achieved real standout.

The versatility of the POS package enabled all the stores to give the campaign their full support. It was really clever in that it allowed them to own that entertainment space not just for one week but four weeks, so even if you were buying something else you could not miss the fact that Jurassic World was out. It was probably quite a high investment but they got a huge return.

# HIGHLY COMMENDED



## Sainsbury's - THE THEORY OF EVERYTHING (NOMINATED BY UNIVERSAL PICTURES UK)

### What the Judges said:

We loved the execution of this well thought through campaign, which was in keeping with the nature of the film. The versatile merchandising unit, which could also carry the accompanying book, featured LED lights and really stood out.

It was the kind of display you may associate with a specialist rather than a supermarket, with the title being treated in a premium way.

The film was also sold well front of store and overall the campaign achieved an exceptional commercial result for Sainsbury's and the studio.



G-O-O-O-O-O-D...  
L-U-U-U-U-U-C-K

FROM THE WALT DISNEY COMPANY

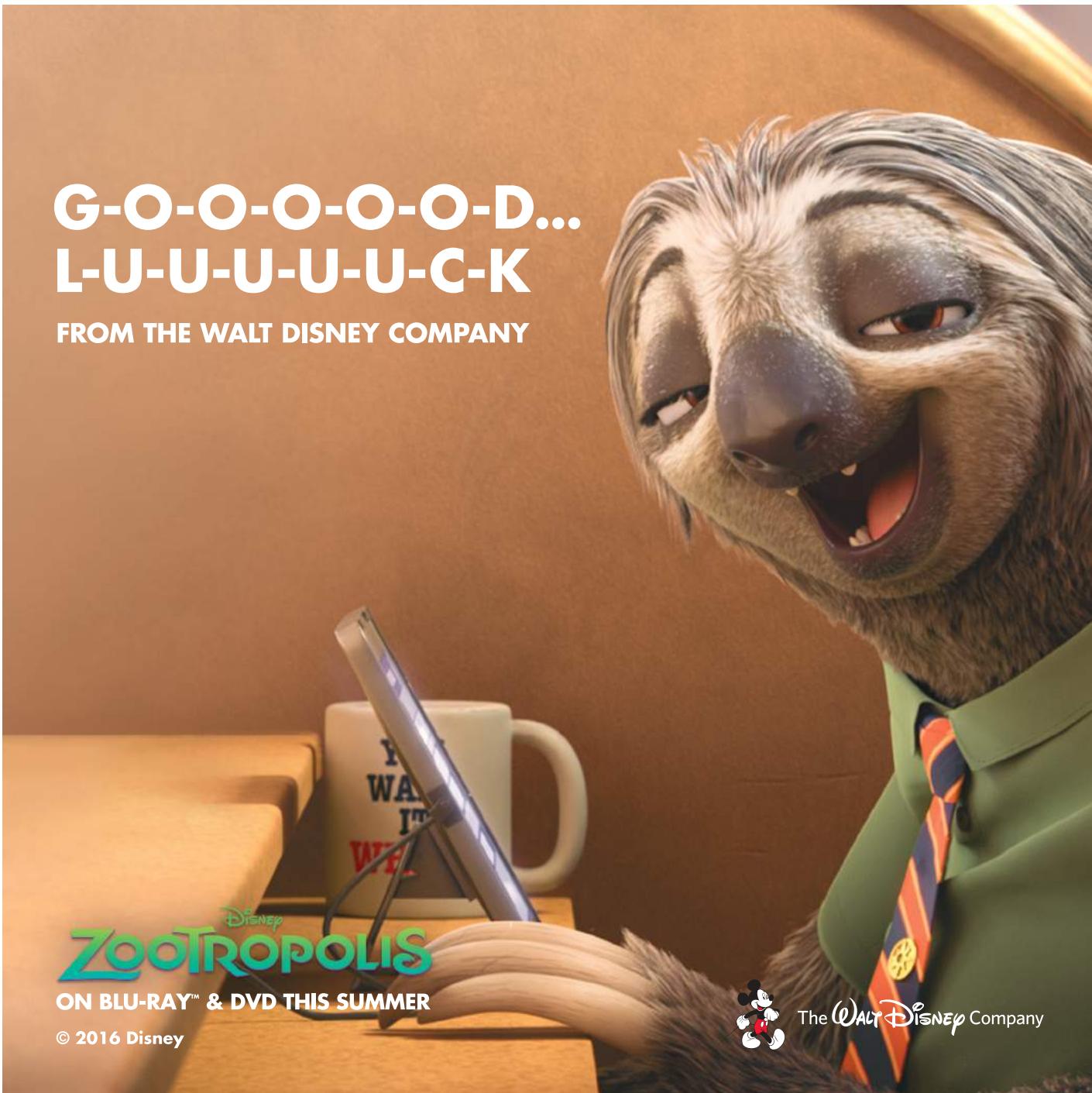
Disney  
**ZOOTROPOLIS**

ON BLU-RAY™ & DVD THIS SUMMER

© 2016 Disney



The WALT Disney Company





# RETAILER INITIATIVE OF THE YEAR

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The  
*WALT DISNEY*  
Company

# RETAILER INITIATIVE OF THE YEAR

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The  
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Company

The Hub

## Welcome to The Hub

The ultimate destination for exclusive content, competitions and editor's picks at the centre of Movies & TV



# WINNER

## AMAZON-THE HUB

[amazon.co.uk](https://www.amazon.co.uk)

The Hub

**BASE Members who are Managing Directors, Sales Directors and Marketing Directors voted on the award in this category.**

For engaging with film/content fans through editorial, competitions and exclusives to create a community that is more than just price.

# HIGHLY COMMENDED



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BUY & KEEP

Giving your  
career a  
story to tell

Huckleberry.

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PR/PUBLICITY  
INITIATIVE OF THE YEAR

---

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# PR/PUBLICITY INITIATIVE OF THE YEAR

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HUCKLEBERRY



## WINNER

**JURASSIC WORLD**  
UNIVERSAL PICTURES UK



### What the Judges said:

We were all impressed by how Universal re-ignited the franchise so successfully, after a ten-year hiatus, via a wide-reaching campaign.

The studio used stunts and retail experiences to achieve national coverage. On the morning of release a 23ft replica of a dinosaur burst through the ground on London's South Bank close to ITV's studios, which saw Good Morning Britain film their live weather forecast from the site. Universal extended the focus beyond London with a raptor tour to make sure awareness was high throughout the UK.

The media coverage achieved was amazing, with the activity picked up not just nationally but internationally. It was also a very cost effective campaign with an impressive ROI.

SUPPORTED BY:  
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ARTS  
CULTURE  
WAY TO BLUE

# HIGHLY COMMENDED



PREMIER ENTERTAINMENT  
PARTS  
CULTURE  
**HBO**

## 'ALL MEN MUST DINE' GAME OF THRONES SEASON 4 HBO HOME ENTERTAINMENT

### What the Judges said:

It was yet another great Game of Thrones campaign after three previous releases. The activity was based around a feast event that demonstrated enormous attention to detail and generated a lot of coverage.

The All Men Must Dine! pop-up restaurant was created within a London Hotel, and a competition saw 12,500 fans apply to attend.

The activity was promoted heavily across HBO and Game of Thrones social media channels and across all media platforms with clear DVD/Blu-ray messaging. Other impressive campaign initiatives included a day of release stunt involving a giant ice throne placed in Covent Garden.



  
SONY  
PICTURES  
HOME  
ENTERTAINMENT  
  


## HAPPY BIRTHDAY WALT BREAKING BAD SONY PICTURES HOME ENTERTAINMENT

### What the Judges said:

The Happy Birthday Walt campaign was a clever way of reinvigorating an old franchise and piquing the interest of fans by using a reoccurring aspect of the TV series – Walter White's birthday.

The comprehensive campaign involved strong third-party brand partnerships including coffee shops and diners, original content creation and social media activity based around #HappyBirthdayWalt.

Retailers were engaged with tailored offers and the result was a significant uplift in sales throughout the week of activity.

“... you got  
**MORE DEDICATION,**  
you got **more HEART**  
and **SPIRIT** than **ANY**  
of those jumpers  
out there”

Bronson Peary  
**EDDIE** *the* **EAGLE**

**SOAR like an EAGLE in 2016!**

**LIONSGATE®**



DIGITAL RETAILER OF THE YEAR  
RENTAL

SPONSORED BY



# DIGITAL RETAILER OF THE YEAR RENTAL

SPONSORED BY



## WINNER



**BASE Members who are Managing Directors, Sales Directors and Marketing Directors voted on the award in this category.**

For continuing to drive the rental market through ease of experience and marketing the service.





**I DO  
LOVE A  
HAPPY  
ENDING!**

**DEADPOOL  
ON BLU-RAY™  
& DVD 6<sup>TH</sup> JUNE**

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DIGITAL RETAILER OF THE YEAR  
OWNERSHIP

SPONSORED BY



# DIGITAL RETAILER OF THE YEAR OWNERSHIP

SPONSORED BY



## WINNER

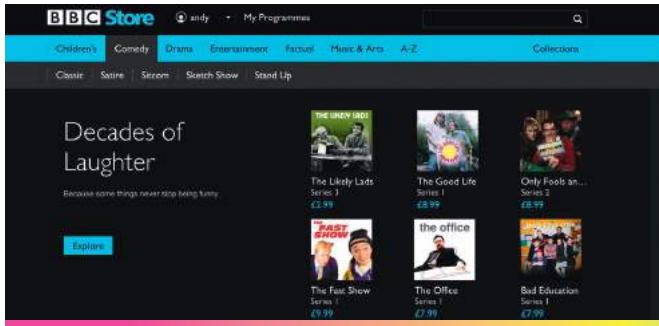


**BASE Members who are Managing Directors, Sales Directors and Marketing Directors voted on the award in this category.**

Sky Store are investing significantly in marketing during the pre-order window for major studio releases i.e. Spectre and Star Wars: The Force Awakens bringing a marketing investment not previously seen in the digital ownership space.

# HIGHLY COMMENDED

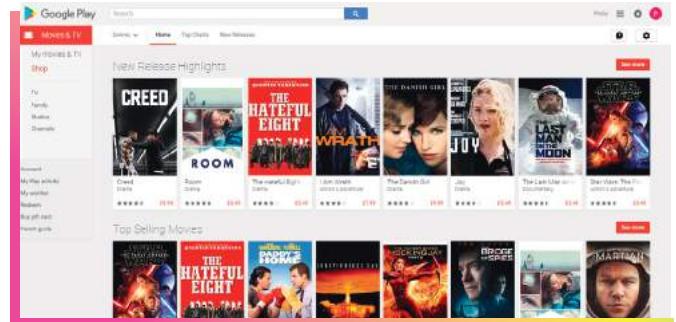
BBC Store



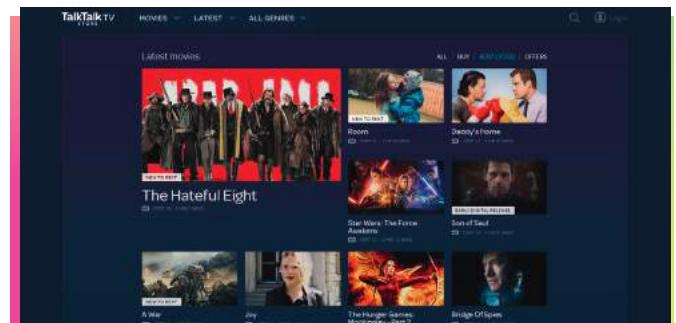
iTunes



Google



TalkTalk TV STORE





BATMAN v SUPERMAN

DAWN OF JUSTICE

CONGRATULATIONS  
TO ALL THIS EVENING'S SUPERHEROES!



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# HOME DELIVERY RETAILER OF THE YEAR

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# HOME DELIVERY RETAILER OF THE YEAR

SPONSORED BY



# WINNER



## What the Judges said:

For continuing to evolve their model through initiatives such as The Hub and creating events in the online universe.

# HIGHLY COMMENDED

store.hmv

The screenshot shows the store.hmv website interface. At the top, there's a navigation bar with 'store.hmv' logo, 'Home', 'DVD & TV', and 'Merchandise' links. A search bar is on the right. Below the navigation, the main heading is 'DVD 2 For £20'. There are filters for 'Genre' (Action & Adventure, Animated Feature, Anime, Children's & Family, Comedy) and 'Format type' (DVD). The main content area displays four DVD offers, each with a '2 For £20 DVD' badge and a price tag of £12.99:

- Legend
- The Martian
- Suffragette
- The Hunger Games: Mockingjay - Part 2

zavvi.com

The screenshot shows the zavvi.com website interface. At the top, there's a navigation bar with 'zavvi' logo, a search bar, and 'YOUR ACCOUNT' link. Below the navigation, the main heading is 'DVD'. There are filters for 'Genre' (Action & Adventure, Animated Feature, Anime, Children's & Family, Comedy) and 'Format type' (DVD). The main content area displays a 'MARVEL' DVD offer with a '2 For £12.99' badge and a price tag of £12.99. Other offers include 'Blu-ray 2 For £15.99' and '3D 2 For £21.99'. The bottom of the page features a row of logos for Universal, DC, HBO, and Marvel.

ARROW  FILMS

**NO  
SNIFFING  
TONIGHT  
IF YOU  
LOSE**

**NARCOS**

**ON DVD & BLU-RAY AUGUST 29**

# SUPPLIER OF THE YEAR

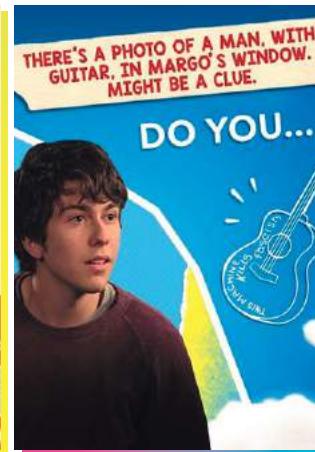
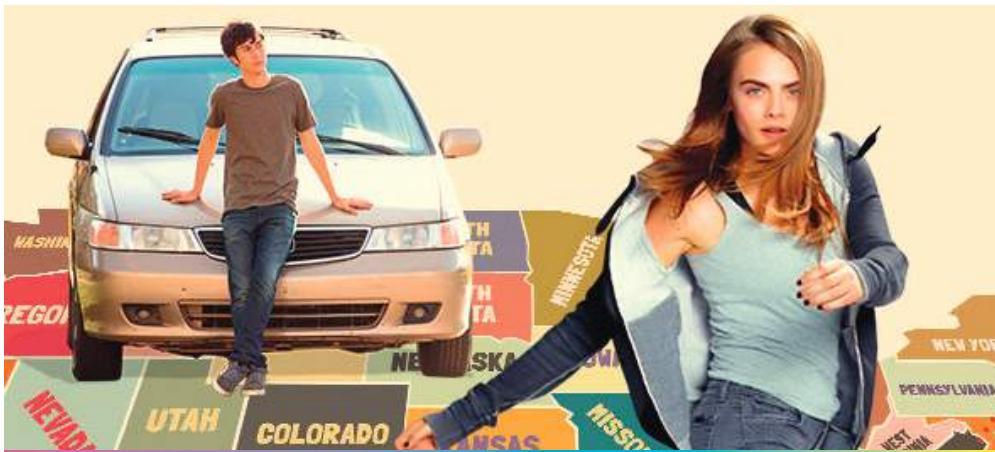
---

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ARROW  FILMS

# SUPPLIER OF THE YEAR

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ARROW >>>> FILMS



## WINNER

### WILDERNESS

(NOMINATED BY 20TH CENTURY FOX HOME ENTERTAINMENT)



#### What the Judges said:

We appreciated the fact that there was a consistently impressive level of achievement across all of Wilderness' campaign activities, which included many innovative aspects.

Digital initiatives formed the backbone of the campaigns and generated an equivalent level of awareness to a big media spend at far less cost.

Among the highlights were a personality quiz game on Instagram that proved a hit with the teenage target audience for Paper Towns, a Pancake Day viral for Hotel Transylvania 2, and the creation of a social community around the launch of Stick Man.

# HIGHLY COMMENDED



O N C E  
U P O N  
A           
T I M E



(NOMINATED BY UNIVERSAL PICTURES UK)

## What the Judges said:

Once Upon a Time delivered hugely impressive work for Universal, not least reinvigorating Fifty Shades of Grey and Jurassic World after their theatrical campaigns and presenting them in a new and refreshing light as event titles for home entertainment.

Among the highlights of the Fifty Shades of Grey activity was a live countdown mechanic across TV, OOH and digital advertising, and great use of the tagline 'Curious for more?'.

They also made sure Jurassic World was a monster hit with breathtaking use of OOH media including digital screens and 96-sheet 3D posters on billboards nationwide.

Their cost effective, original, and eye-catching work impressed all the judges.

 **SCREEN AWARDS | 2015** WINNER **CREATIVE AGENCY OF THE YEAR**  
(PRINT)



WE'RE NOT OUT  
TO CHANGE  
THE WORLD  
— JUST —  
SHAKE  
IT UP A BIT



**MARKET  
REACTIVE**

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# MULTI-SCREEN AWARD OF THE YEAR

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**MARKET**  
REACTIVE

# MULTI-SCREEN AWARD OF THE YEAR

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## WINNER

### LEGEND

STUDIOCANAL

STUDIOCANAL

#### What the Judges said:

We all felt STUDIOCANAL had done an exceptional job in creating a campaign consisting of bespoke content perfectly suited to each individual distribution channel. Impressive creative elements were influenced by Tom Hardy's performance as both twins and focused on that dual identity.

Disc viewers could access content as either Ronnie or Reggie and lenticular packaging built on the double identity. Bonus material was made available for iTunes, a custom TV spot created for Sky, and Blinkbox's rebrand as TalkTalk was backed with a Legend competition.

All activity reinforced what the film was about and had an incredible commercial impact. It was the most integrated of all the campaigns we saw on the day and made very tight and effective use of the available budget.

# HIGHLY COMMENDED



## FIFTY SHADES OF GREY

UNIVERSAL PICTURES UK



### What the Judges said:

We considered the campaign to be a very coherent marketing exercise using all touchpoints to re-engage with the target audience and convert curious potential viewers.

The campaign delivered a number of industry firsts including a 360-degree approach to online video advertising with publishers so that desktop, tablet and mobile devices were all optimised.

Campaign highlights included a personalised Channel 4 video-on demand ad, the creation of an 'Unseen Edition' DVD and Blu-ray release, an impressive Sky Buy & Keep pre-order initiative and vast outdoor activations taking in sites including the entrance at Westfield White City.



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**ENTERTAINMENT**  
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# MARKETING CAMPAIGN OF THE YEAR FOR CHILDREN

---

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# MARKETING CAMPAIGN OF THE YEAR FOR CHILDREN

SPONSORED BY



## WINNER

### BARBIE IN ROCK 'N ROYALS

UNIVERSAL PICTURES UK



#### What the Judges said:

It was a strong and successful campaign that used a very recognisable girl's brand with an established fan-base and brought it bang up to date while successfully engaging the target audience. We were impressed by the way in which the studio met the challenge of making a success of an interactive competition. We also liked the idea of offering a microphone gift with purchase and the creation of new international packaging complete with an emphasis on the musical content within.

Mums were successfully targeted via a number of channels including a campaign with Netmums, which resulted in a 97% endorsement rate for Barbie. A doll and DVD bundle was created, for the first time in the history of the brand, which sold out during an in-store event at Hamleys and drove incremental sales at Tesco and Amazon. Universal achieved a target-busting week 1 and 12-week sales figures, while digital transactions were up 16.3% on forecast.

# COMMENDED



STUDIOCANAL

## BING!

STUDIOCANAL

### What the Judges said:

We felt the campaign did a great job of introducing an entirely new brand to parents and children, and the creation of a strong pre-school DVD franchise. STUDIOCANAL successfully achieved the goal of communicating Bing! as a premium franchise to parents, emphasising the involvement of Mark Rylance and the series' BAFTA nomination.

We were impressed by the attention to detail involved in the entire campaign, particularly the artwork created to reflect the gender-neutral nature of the Bing! franchise.

Strong social media activity, in partnership with licensors, saw the Facebook audience grow by 400%, while the product itself was successfully made to stand out on shelf with the use of a gloss O-ring and in-pack gifts including height charts.



itv  
STUDIOS

## THUNDERBIRDS ARE GO!

ITV STUDIOS

### What the Judges said:

We felt that ITV Studios created a smart and effective campaign that contained a number of highlights, including the way in which bloggers were leveraged to give the broader activity increased traction.

The campaign successfully targeted a new audience of boys and parents of boys aged 5-10 years along with an older audience made up of nostalgic fans of the original Gerry Anderson Thunderbirds.

Key elements of the campaign included promotions through the ITV channels, digital activity and reviews and competitions in children's and mainstream press. Widespread support by press and bloggers helped drive a high sell-in number, particularly in supermarkets, and strong sales.

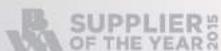


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# MARKETING CAMPAIGN OF THE YEAR FOR TV

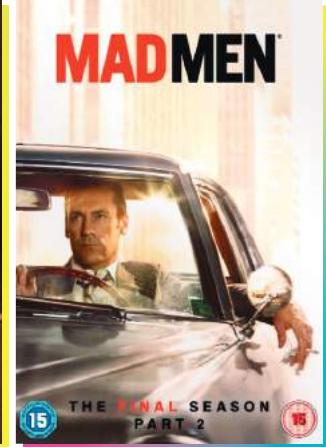
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# MARKETING CAMPAIGN OF THE YEAR FOR TV

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## WINNER

### MAD MEN - THE FINAL SEASON: PART TWO

LIONSGATE UK

LIONSGATE®

#### What the Judges said:

We were impressed by how hard the Lionsgate team worked against the tide of falling DVD/Blu-ray sales and the TV audience for the franchise, to create an engaging and effective campaign.

An attractive box set was created with material designed for the local market and maximum fan appeal. The campaign activity included smart use of social media and promotions that created a buzz ahead of the release and made up for limited talent availability.

More than £900,000 worth of media value was created and smart initiatives included the creation of a Mad Men burger with Honest Burgers. We appreciated Lionsgate's programmatic advertising strategy, which enabled the potential audience to be targeted precisely and efficiently resulting in increased consumer engagement and minimising unnecessary spend. It was an accomplished campaign that efficiently targeted fans and resulted in a strong ROI, with 12-week sales up 27% on forecast.

# HIGHLY COMMENDED



**HBO**

## GAME OF THRONES: SEASON 4

HBO HOME ENTERTAINMENT

### What the Judges said:

We felt it was important to recognise this thorough campaign that made use of a large budget to create the sense of a real event release with both creativity and playfulness.

PR opportunities and talent engagement were harnessed effectively to generate considerable hype in the build up to release.

We liked the way fans were engaged in the design of the campaign creatives. Viewers were asked, via social media, to name their favourite show characters, who were then featured in multi-media activity.

HBO worked well with retailers, creating exclusive SKUs and eye-catching POS, to generate a 72% increase in in-store support for the franchise. It was a big, bold and impressive campaign.



**SONY**  
PICTURES  
HOME  
ENTERTAINMENT

## OUTLANDER

SONY PICTURES HOME ENTERTAINMENT

### What the Judges said:

Sony conducted an impressive campaign for a show that had limited exposure due to it being shown solely on Amazon Prime. It also had a predominantly Scottish audience base due to the nature of the content.

Sony's smart campaign successfully met its objectives of building the brand and securing new fans. We were particularly impressed by the way the studio conducted clever regional targeting and creative executions.

A highly targeted media and publicity push resulted in strong sales for a high-end SKU, featuring art cards and a book, targeted at the core audience while a broader campaign engaged a wider audience and achieved strong sales.

**creo**

The word 'creo' is rendered in a bold, 3D, lime-green font. Each letter has a slight shadow cast beneath it, giving it a three-dimensional appearance. The shadows are cast to the right and slightly forward, suggesting a light source from the upper left.

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MARKETING CAMPAIGN OF THE YEAR  
FOR SPECIAL INTEREST

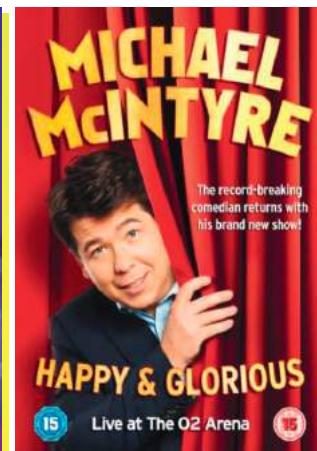
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# MARKETING CAMPAIGN OF THE YEAR FOR SPECIAL INTEREST

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## WINNER

### MICHAEL MCINTYRE LIVE - HAPPY & GLORIOUS

UNIVERSAL PICTURES UK

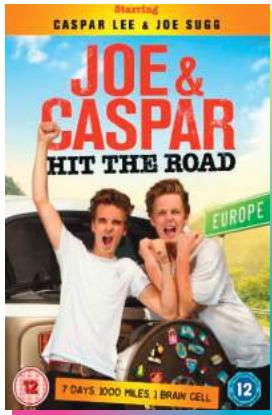


#### What the Judges said:

This was a very close decision with the judges torn across three titles for different reasons but in the end it was felt Michael McIntyre just edged it – the main reason being the context of the difficult comedy market, which has collapsed in recent years.

Set against that, Universal created an exceptional campaign with creative and innovative elements that helped to compensate for a hugely reduced budget compared with previous McIntyre releases. The judges felt the campaign was sharply focused and successfully created maximum engagement, with no wastage.

# HIGHLY COMMENDED



**BBC**  
Worldwide

## JOE & CASPAR HIT THE ROAD

BBC WORLDWIDE

### What the Judges said:

We were all really impressed with this campaign, which proved highly effective in translating a predominantly digital asset into a physical video property. BBC Worldwide did this extremely well, launching a DVD effectively from a standing start, taking internet stars and establishing them as household names.

The pre-order tie in with Amazon was very impressive as was the very well executed tour of HMV stores that attracted a huge number of fans. Overall it was felt to be a bold and ambitious campaign that was effective in clearly identifying its target audience.



**UNIVERSAL**

## LORRAINE KELLY: LIVING TO THE MAX

UNIVERSAL PICTURES UK

### What the Judges said:

The judges felt the campaign made full use of having a well known TV star, with a huge following, and leveraged all available assets superbly well to generate a huge amount of press and social media engagement.

Universal's impressive campaign has laid the foundations for a new fitness brand, and delivered an outstanding return on investment.

AD  
DELGA



MARKETING CAMPAIGN OF THE YEAR  
FOR CATALOGUE

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SINGLE PRODUCT

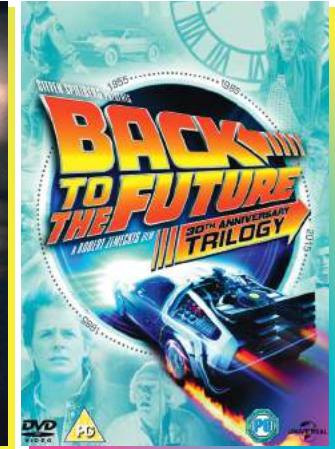
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**Delga**  
Press

# MARKETING CAMPAIGN OF THE YEAR FOR CATALOGUE SINGLE PRODUCT

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Press



## WINNER

### BACK TO THE FUTURE: TRILOGY BOXSET

UNIVERSAL PICTURES UK



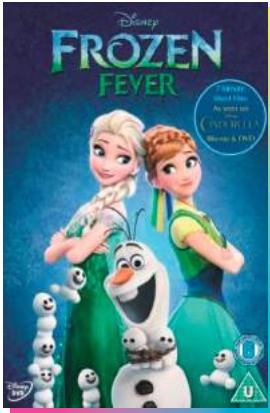
#### What the Judges said:

The judges voted unanimously for the Back To The Future 30th anniversary boxset campaign. It was a well thought through, comprehensive project that generated an impressive level of fan engagement via imaginative ideas, creativity and stunts. Among the many impressive elements of the campaign was an Amazon Hub take-over and clever use of available talent.

Special flux capacitor packaging was created, and a UK-driven shout-out from the film's Doc Brown promoted the special features within. Universal teamed with Pepsi to get the film back on the big screen with a red carpet event in Leicester Square, while the film's iconic DeLorean time machine hit the streets.

With great creatives and great scale Universal's campaign resulted in a great performance. We felt that it won in every category: it was the complete package.

# HIGHLY COMMENDED



The  
WALT DISNEY  
Company



## FROZEN FEVER

THE WALT DISNEY COMPANY

### What the Judges said:

Among the many highlights of this campaign was the level of in-store theatre created, which included impactful POS and a choir singing songs from Frozen.

A tie-in with Tesco saw the DVD placed all around the stores alongside an assortment of Christmas goods — making sure Frozen Fever was not limited to the entertainment aisle.

Other highlights included a Heart Radio promotion, voiced by Emma Bunton, which encouraged listeners to share their favourite Frozen moment. All in it was a solid campaign with impressive results. We felt sales of 450,000 units for what was ultimately a short piece of content was remarkable.

## THE SOUND OF MUSIC

50TH ANNIVERSARY: 2 DISC EDITION

TWENTIETH CENTURY FOX HOME ENTERTAINMENT

### What the Judges said:

Making great use of the available budget, Fox conducted a very impressive campaign that achieved great results for a 50-year-old film. We felt the campaign was strong in lots of different areas.

There was great use of talent with Julie Andrews going out to Salzburg with Good Morning Britain, ultimately providing tonnes of media value and a documentary.

There were also good third-party brand tie-ins including the Giraffe restaurant chain, London Midland trains and Readers Digest.

Alongside a focus on Mother's Day and a family audience, young and old, the studio also engaged well with the over 50s by successfully building on nostalgia around the movie.



**KISS**

**THE BEAT  
OF THE UK**

**RADIO | MOBILE | ONLINE | TV**



MARKETING CAMPAIGN OF THE YEAR  
FOR CATALOGUE

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MULTIPLE PRODUCT

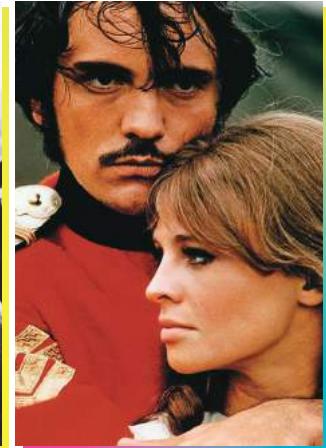
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Press

# MARKETING CAMPAIGN OF THE YEAR FOR CATALOGUE MULTIPLE PRODUCT

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**Delga**  
Press



## WINNER

### VINTAGE CLASSICS

STUDIOCANAL

**STUDIOCANAL**

#### What the Judges said:

STUDIOCANAL identified two main target audiences, the biggest was the grey pound, the other being retro hipsters. The marketing team had a very small budget but they worked it very hard toward the target audience.

We liked the fact STUDIOCANAL put a lot of love into the campaign and products. They remastered the films, and the look and feel of the campaign was very high-end across all the packaging. They managed to maintain the price point by creating a compelling offer.

STUDIOCANAL successfully carried out a phenomenal campaign with the Daily Telegraph, which included a screening programme, all of which we felt was very well put together.

Overall, it felt like STUDIOCANAL had created something really different and put a level of love and care into the category that we haven't seen from anyone else for some time.

# HIGHLY COMMENDED      COMMENDED



## IN THE MOOD FOR A MOVIE

SONY PICTURES HOME ENTERTAINMENT

### What the Judges said:

The key thing that made this campaign great was the insight that Sony gained from a UK specific research campaign they invested in to get a better understanding of what motivates people to purchase catalogue titles, what mood they are in when they choose to watch a movie and what benefit they want to get out of it.

Sony managed to translate that knowledge very well into a retail offering that involved a selection of films categorised into different mood sections and merchandised accordingly.

The colour coding reflected different moods associated with the films and the colouring was carried across to store shelving. It was an extremely well researched and executed campaign.



## MOVIES ON THE MOVE

TWENTIETH CENTURY FOX HOME ENTERTAINMENT

### What the Judges said:

Movies on the Move is all about downloading films before you board a plane so you have content available for you and your kids to watch while you are on holiday.

Fox made the branded initiative available on the big digital platforms, including Google Play and iTunes, but the main hook was interactive sheets in Gatwick Airport that enabled the public to stand in front of them and download films via Wi-Fi onto their mobile devices.

That was something that really stood out; it was a great way of targeting consumers who are facing long journeys with a lot of time to kill. Unfortunately technology let them down and it did not always enable people to download the content in the time available before they had to board a plane. It was nonetheless an innovative initiative that the judges loved.



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MARKETING CAMPAIGN OF THE YEAR  
FOR FILM

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NON-THEATRICAL

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# MARKETING CAMPAIGN OF THE YEAR FOR FILM NON-THEATRICAL

SPONSORED BY

ONCE  
UPON  
A  
TIME



## WINNER

### BRIAN CLOUGH: I BELIEVE IN MIRACLES

UNIVERSAL PICTURES UK



#### What the Judges said:

The panel was won over by the way Universal took Brian Clough: I Believe In Miracles, with its very niche genre and no living star, and created a campaign with a broad reach that really reflected the essence of the film's story.

Universal managed to widen awareness of the film across a mass market audience while engaging successfully with the target audience — more than 100,000 members were reached via a Football Manager 2016 game initiative and social media activity.

We liked the way Universal incorporated theatrical screenings into the campaign for a non-theatrical release and were impressed by the ambition and results of the activity.

I Believe In Miracles debuted in the Top. 5 of the Official Video Chart and outperformed its Week 1 physical disc sales target by 20%.

# HIGHLY COMMENDED



LIONSGATE®

## AUTOMATA

LIONSGATE UK

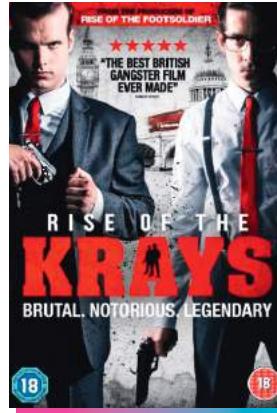
### What the Judges said:

In a crowded market for sci-fi releases, Lionsgate created an extremely lean yet effective and attractive campaign that was most impressive in its use of digital.

The distributor used distinctive artwork, hard-hitting AV material and implemented cost-effective PR and advertising initiatives to achieve impressive results on a limited budget.

An investment in enhanced packaging paid off. Both Silverboard O-ring and black Blu-ray Amaray packaging initiatives proved successful, helping to generate a 31% Blu-ray share in Week 1 and 30% over 12 weeks.

Carefully orchestrated media buys made sure the product was put directly in front of potential buyers. It was a creative and strategic campaign that led to a fantastic return on investment.



SIGNATURE

## RISE OF THE KRAYS

SIGNATURE ENTERTAINMENT

### What the Judges said:

Signature identified opportunities around STUDIOCANALS's campaign for fellow Kray twins movie Legend, successfully rode on the hype surrounding its release and the renewed interest in the notorious gangsters.

While a large proportion of the budget was spent on TV advertising, creative use of social media and PR created a significant buzz. We liked the way that Signature launched a teaser campaign via social channels a year before release and built on the early momentum using features, competitions and brand collaborations to create a loyal fan-base.

A dedicated Facebook page was grown from 8 users to 88,500. Signature's campaign proved both cost effective and creative. The approach to fan engagement and the creation of value around the product via enhanced packaging paid off.



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MARKETING CAMPAIGN OF THE YEAR  
FOR FILM

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UP TO £1M BOX OFFICE

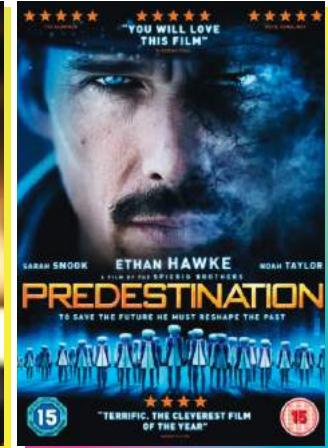
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# MARKETING CAMPAIGN OF THE YEAR FOR FILM UP TO £1M BOX OFFICE

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## WINNER

### PREDESTINATION

SIGNATURE ENTERTAINMENT

SIGNATURE

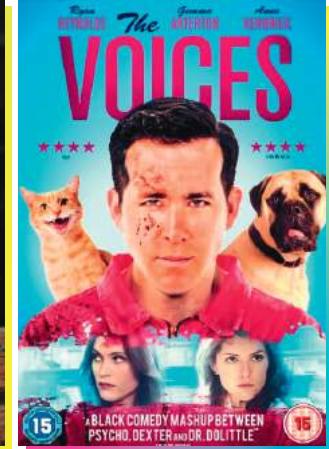
#### What the Judges said:

Signature took a pioneering approach with the release strategy for Predestination, giving it a premium video on-demand (PVOD) outing eight weeks before its arrival on DVD, Blu-ray, VoD and EST.

The judges felt that Signature's strategy built strong awareness and momentum behind the title to maximise its potential at home entertainment while making very smart use of the available budget.

A blockbuster style, very clever creative, looked incredible on outdoor sites including Underground stations. Eye-catching 3D packaging for the DVD and Blu-ray also stood out. It was a carefully conceived, bold campaign with impressive results across physical and digital formats.

# HIGHLY COMMENDED



## THE VOICES ARROW FILMS

ARROW  FILMS

### What the Judges said:

We were impressed by the way Arrow faced the challenge of launching the title into a difficult market on the back of a small theatrical result and achieved a strong box office conversion at a very low cost per unit spend.

The distributor's ultra-efficient use of the available budget was built around a really clear understanding of the target audience and clever use of appropriate digital channels.

Highly targeted social media activity included the creation of bespoke social cards and GIFs, while online excitement was created around a

Zavvi exclusive Steelbook via vociferous YouTube vloggers. DVD and Blu-ray sales were 20% above target while 27.5% of revenue came from digital channels.



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MARKETING CAMPAIGN OF THE YEAR  
FOR FILM

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£1M-£4.99M BOX OFFICE

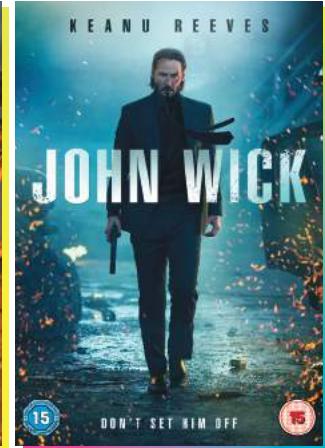
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# MARKETING CAMPAIGN OF THE YEAR FOR FILM £1M-£4.99M BOX OFFICE

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## WINNER

### JOHN WICK

WARNER BROS.

HOME ENTERTAINMENT GROUP



#### What the Judges said:

The judges were blown away by Warner's impressive use of internal and transactional data to gain a tremendous insight into who the audience for the title was.

They were up against it in terms of the release date, which was seven months later than the US, and were releasing it into a sea of revenge movies. The film had also been heavily pirated.

Warner overcame the challenges by making excellent use of the available data to target gamers and film fans. A lean budget was used to great effect and resulted in strong sales and ROI.

# MARKETING CAMPAIGN OF THE YEAR FOR FILM £1M-£4.99M BOX OFFICE

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## WINNER

**EX-MACHINA**  
UNIVERSAL PICTURES UK



*This category had the highest number of entrants and we found it impossible to separate these two superb campaigns. If you were to take the creativity of the Ex-Machina campaign and blend it with the planning of John Wick you would have the template for the ultimate home entertainment campaign.*

### What the Judges said:

Universal's campaign for Ex-Machina was exceptional, we all felt it was absolutely stunning from a creative standpoint. The marketing team successfully involved members of the film's production crew and in many ways it felt like a theatrical campaign.

The studio used many new and innovative ideas, not least across digital platforms, becoming the first home entertainment distributor to advertise on SnapChat, creating 3D GIFs on Facebook and using Tinder.

Every audience demographic was successfully identified and targeted via clever artwork elements and a comprehensive SKU strategy.

# HIGHLY COMMENDED



## WHIPLASH

SONY PICTURES HOME ENTERTAINMENT



### What the Judges said:

The judges felt that it was a very strong campaign with great artwork and creativity. Sony successfully broadened the audience for the award-winning indie title to a mainstream market.

A focus on high-margin, premium digital and physical formats wrapped in exclusive artwork paid off. Fans were engaged via social media and involved in the creation of a Blu-ray Steelbook.

Smart partnerships included the creation of a Whiplash branded drum kit that was given away through social media channels, and a screening event.



**STUDIOCANAL**

would like to congratulate all the winners of the  
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FEEL THE WONDER



MARKETING CAMPAIGN OF THE YEAR  
FOR FILM

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£5M-£14.99M BOX OFFICE

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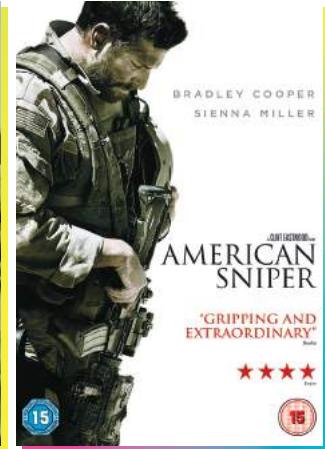
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# MARKETING CAMPAIGN OF THE YEAR FOR FILM £5M-£14.99M BOX OFFICE

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## WINNER

### AMERICAN SNIPER

WARNER BROS.

HOME ENTERTAINMENT GROUP



#### What the Judges said:

We appreciated the way Warner adapted the approach from theatrical and successfully defused the controversy surrounding the movie and made it more open and inclusive. They adopted a strategy of fostering the discussion without necessarily taking sides and were careful not to focus on it being a war movie but rather one examining the human conflict.

A comprehensive digital and physical retail set up was created alongside a dynamic advertising campaign that included AV material created for individual audience segments. Warner delivered a very strong result, with great sales and conversion, outside of Q4.

The judges loved the overall presentation that the Product Manager pulled together. It was insightful, passionate and very honest.

# HIGHLY COMMENDED    COMMENDED



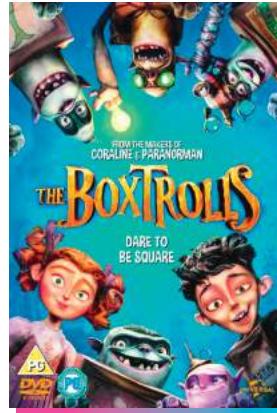
## SPY

TWENTIETH CENTURY FOX HOME ENTERTAINMENT

### What the Judges said:

We really liked the way they cleverly picked the release timing in order to avoid the low comedy converting month of October and maximise sales by piggybacking the SPECTRE theatrical campaign. Humorous advertising creatives, designed to appeal to spoof fans and Bond fans alike, poked fun at the 007 franchise.

A strong SKU set up made use of extra material to add value across physical and digital formats, with exclusives created for Sainsbury's and Sky gaining strong support. Fox geo-targeted people going to see SPECTRE at cinemas in order to capture their data and deliver them Spy pre-order and 'out now' messages. It was a strategic, smart and innovative campaign that narrowly missed out on the award.



## THE BOXTROLLS

UNIVERSAL PICTURES UK

### What the Judges said:

Universal realised they needed to reposition the film and emphasis its humour and themes of friendship. They achieved that really well from the design of the packaging and artwork through to the look and feel of the advertising and PR campaign.

Standout elements included The Boxtrolls Recycling Challenge, which saw 568 schools sign up, and a Sainsbury's exclusive containing a make your own Boxtroll activity sheet.

The lighthearted approach and increased focus on the film's characters boosted its appeal among children and resulted in strong sales and a healthy ROI.

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MARKETING CAMPAIGN OF THE YEAR  
FOR FILM

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OVER £15M BOX OFFICE

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# MARKETING CAMPAIGN OF THE YEAR FOR FILM OVER £15M BOX OFFICE

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## WINNER

**PADDINGTON**  
STUDIOCANAL

**STUDIOCANAL**

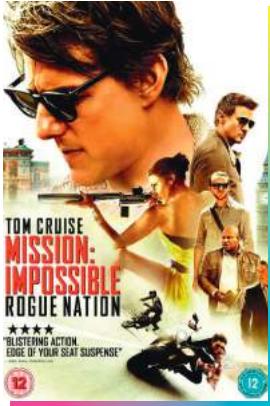
### What the Judges said:

We were all impressed by this well-rounded campaign consisting of many strong initiatives. Among the elements of the multi-faceted promotional activity that impressed us most were the many different packaging executions that really appealed to children, and fantastic promotional partnerships that took the film into non-traditional areas.

Real in-store theatre was created via a huge POS ship and initiatives including Paddington PAs in supermarkets over the weekend of release. TV, press and outdoor were all used effectively, not least railway stations, while digital highlights included Paddington's narrative posts on Twitter.

The end result was remarkable; by maximising opportunities throughout the year STUDIOCANAL beat their sales target and sold more than 1 million units. That achievement was all the more impressive considering the title was released outside Q4, in March.

# HIGHLY COMMENDED



## MISSION IMPOSSIBLE: ROGUE NATION

PARAMOUNT HOME MEDIA

### What the Judges said:

We loved the central idea and slogan, 'Are You Tom Enough?', which ran through the entire campaign. It involved challenging people to do remarkable stunts and saw a journalist strapped onto the outside of an aeroplane.

Among the other impressive elements of the campaign were specially created UK-themed packaging featuring Big Ben, a strong range of SKUs including Steelbooks, an EST release multi-media countdown, and good use of social media.

Overall we were impressed that even though it was the fifth film in the franchise the campaign felt innovative and fresh.



## JURASSIC WORLD

UNIVERSAL PICTURES UK

### What the Judges said:

The panelists all commented on the impressive scale of Universal's campaign for Jurassic World. The excellent in-store execution of retail promotions was a central aspect of the activity and stretched beyond traditional video outlets.

They included an aisle take-over at 80 Tesco stores for four weeks delivering a 28% market share. Other strong partnerships, with the likes of Sky Buy & Keep and Chicago Town Pizza, generated impressive results.

The creative out of home activity, which saw dinosaurs bursting out of billboards, was the best we have ever seen.

# ANOTHER EPIC YEAR!



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