



NEON DEMON (2016)

MARKETING COMMS OBJECTIVES

PRIMARY OBJECTIVES

- Drive awareness
 - by 75% amongst the target audience by the film's release
- Drive engagement on owned channels
 - 500k trailer views in 24h and 6M by 3 months after release
 - 5% engagement rate on owned SM by the film's release
 - Increase traffic to owned channels by 70% in the 2 weeks before the film's release
- Create WOM
 - 10M views on Neon Demon-related posts by 3 months post-release

SECONDARY OBJECTIVES

- Achieve 10% ROI (inc. film spend) by 3 months after the film's release (\$6.2M)
 - \$400k from tickets, \$5.2M from PVOD

SEGMENTATION

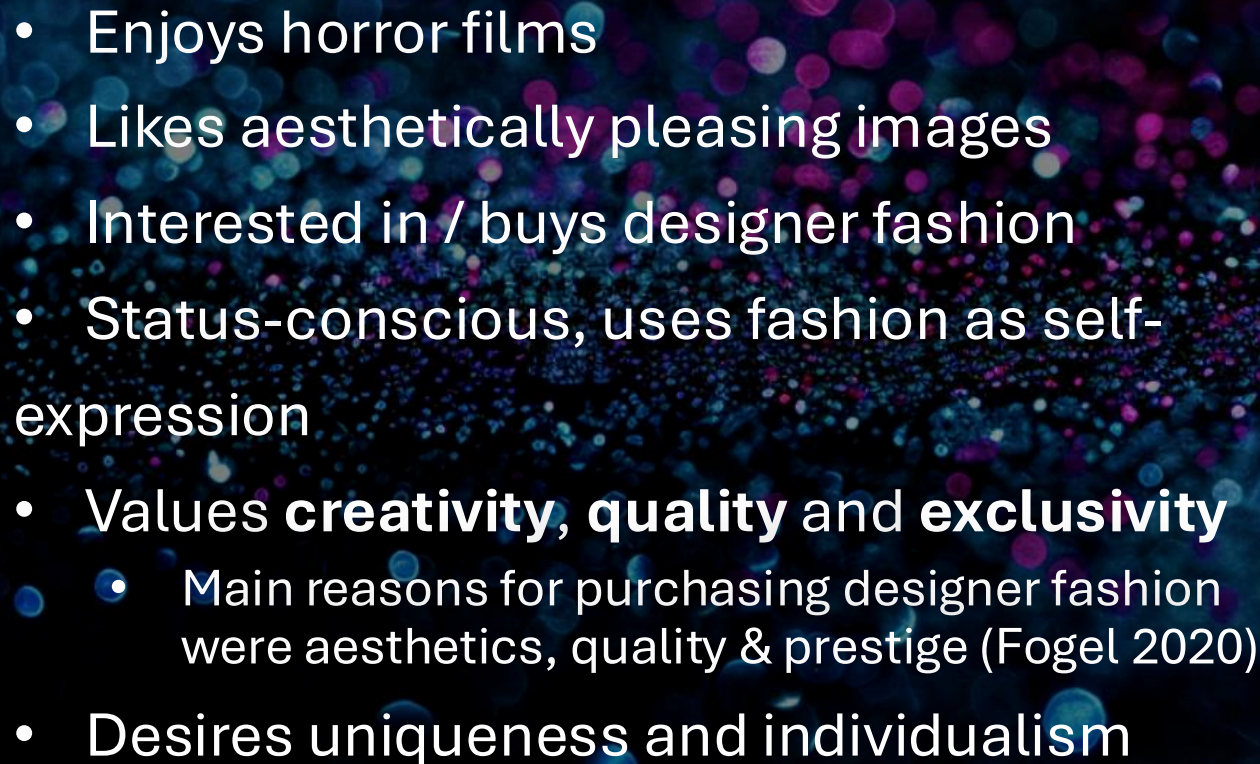
PROFILE

- Age 18-26
 - Largest demographic affinity for horror (Statista 2022)
 - Top motive: sensation seeking
- Predominantly female
 - Viewers are more likely to enjoy films when they can relate to same-sex protagonists (Lange, 2017)
 - The fashion-engaged audience skews 62.2% female (IPSOS 2022)
- Sociodemographic group C2 and above
- Fairly educated
- US, urban
 - There are more diverse influences on fashion in urban areas (McGilliver, 2019)



SEGMENTATION

PSYCHOGRAPHIC

- 
- Enjoys horror films
 - Likes aesthetically pleasing images
 - Interested in / buys designer fashion
 - Status-conscious, uses fashion as self-expression
 - Values **creativity**, **quality** and **exclusivity**
 - Main reasons for purchasing designer fashion were aesthetics, quality & prestige (Fogel 2020)
 - Desires uniqueness and individualism



SEGMENTATION

BEHAVIOURAL

Spends lots of time online / on SM

- 93% of Gen Z consumers use SM weekly (Statista 2023)
- Average 3 hours per day
- Luxury fashion consumers heavily skew on Instagram & TikTok (Euromonitor, 2023)

Mostly watches films online rather than in the cinema

- 52% prefer to stream at home (Statista 2023)
- Mostly VOD

Purchases at least 1 designer fashion item a year

Reads fashion magazines – mainly ONLINE

- High affinity for popular fashion magazines (IPSOS 2022)
- Preference for online sources (Statista 2024)



TARGETING

DISTINCT

- Distinct needs & preferences from other generations
 - More tech-savvy, reliant on digital platforms (Euromonitor, 2023)
- Distinct from the rest of their age group
 - More fashion-conscious, status conscious, higher need for uniqueness (Dlodlo, 2018)
 - Dislikes / avoids similarity
 - Stronger desires for individuality, exclusivity & prestige (Solomon, 2004)
 - Uses fashion to enhance self & social image
- Large enough segment
 - 15% of the US population in this age range (Statista, 2023)
 - 60% of Gen Z respondents made at least 1 designer clothing purchase in the last year (Vogue Business, 2023)

TARGETING

ACCESSIBLE

- Reached widely & cost-effectively online
 - 39% of Gen Z's reported SM most influenced the brands & products they bought (McKinsey, 2023)

MEASURABLE

- Online activity & behaviour can be measured through website/analytics tools

TARGETING

PROFITABLE

- Enjoys horror the most
 - Favorite category of 32% of Gen Z (Statista 2022)
 - 4th most popular film US film genre (Statista 2023)
- Less purchasing power, price sensitive...
- But willing to SPEND on products that:
 - Are trending
 - Contribute to emotional wellness (Euromonitor 2023)

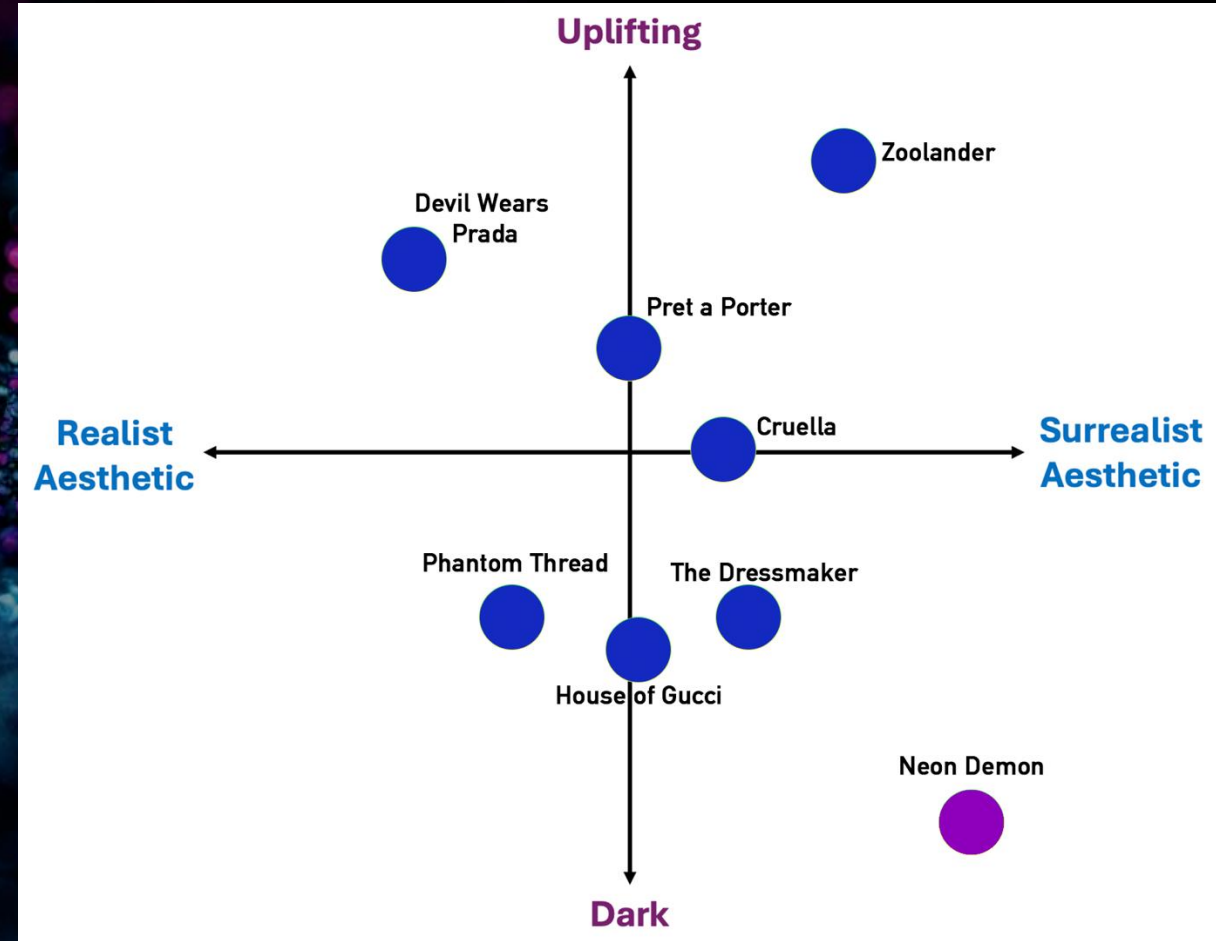
POSITIONING

FEATURES POSITIONING

- ‘New news’ –dark & surreal
 - Target values uniqueness
 - No chance of a sequel

ORGANISING IDEA: “Beauty Masks a Rotten Core”

- Focuses on product detail (narrative)



POSITIONING

WHY WILL “*BEAUTY MASKS A ROTTEN CORE*” APPEAL TO THE TARGET?

- Tells a story
 - Conveys the narrative
 - More than meets the eye in the fashion industry
 - Psychological horror
- Provokes
 - Interest & curiosity
- Confers status
 - Target is status-conscious
 - Appreciates fashion, aesthetics, intellectual depth

TRAILER

3 ACT STRUCTURE THEORY (Freytag's Triangle)

- SETUP
 - Narrative hook: *“every industry has a dark side”*
- OBSTRUCTION
 - Interest & curiosity
- CLIMAX
 - Ends with *“do you want to be like them?”*
 - Direct address, enhances memorability

“Beauty masks a rotten core”

- ‘Invisible’ copy (blacklight)
- Narrative & visual **contrast** (beginning and end)

TRAILER

WHY WILL IT APPEAL TO THE TARGET?

- Establishes the narrative
 - About horror
 - About the dark side of the fashion industry
- Highlights USP / positioning
 - Showcases dark themes & surreal aesthetic
- Satisfies needs for uniqueness, creativity & exclusivity
 - Showcases unique cinematography and narrative, high-profile cast
- IMPACT criteria (Scott-Wilson, 2010)

STRATEGY

OWNED CHANNELS:

- Instagram
 - 85% of US Gen Z (Statista 2023)
- Tiktok
 - 78% of US Gen Z (ibid)
- Youtube
 - 92% of US Gen Z (ibid)
- Webpage

LINKAGES:

Profile picture, URL to owned website / film release date in bio, hashtags on all posts

- #NeonDemon #BeautyMasksaRottenCore

STRATEGY

Paid ads

- 77% of Gen Z said SM adverts were their main information source for upcoming films (Statista 2023)

PR

- Exclusive cast interviews with fashion magazines to build anticipation for trailer release & drive target to owned channels
 - Vogue
 - (74.9% affinity with fashion-engaged gen Z) (IPSOS 2023)
 - Vanity Fair
 - (71% affinity)
 - People
 - (77.6% affinity)

STRATEGY

SECRET PREMIERE FASHION SHOW – 2 weeks pre

- ONLY fashion influencers
 - Attracts WOM / media coverage
 - Reaches large & diverse fashion-fan followers
 - Provides exclusive SM material to stagger / sustain post-release engagement

ACHIEVES OBJECTIVES:

- increased website traffic
- 10M SM views
- Creates WOM
- Stimulate VOD engagement



METHODS OF EVALUATION

- Drive **awareness** by 75% amongst the target audience by the film's release
 - brand awareness surveys (prompted & unprompted) (weekly)
- Drive **engagement** on owned channels
 - 500k trailer views in 24h and 6M by 3 months after release
 - Monitor views hourly in the first day, then daily for next 3 months
 - 5% engagement rate on owned SM by the film's release
 - Increase in likes, comments and shares compared to views
 - Increase traffic to owned channels by 70% in the 2 weeks before the film's release
 - Monitor traffic increase and referral stats, click-through rates (bi-weekly)
- Create **WOM**
 - 10M views on Neon Demon-related posts by 3 months post-release
 - Monitor the number of posts and views using the hashtag on SM platforms
- Achieve **10% ROI** (inc. film spend) by 3 months after the film's release (\$6.2M)
 - \$400k from tickets, \$5.2M from PVOD
 - Gross profit from cinema and VOD viewing
 - Cost-per-head analysis on the number of views for ROMI

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