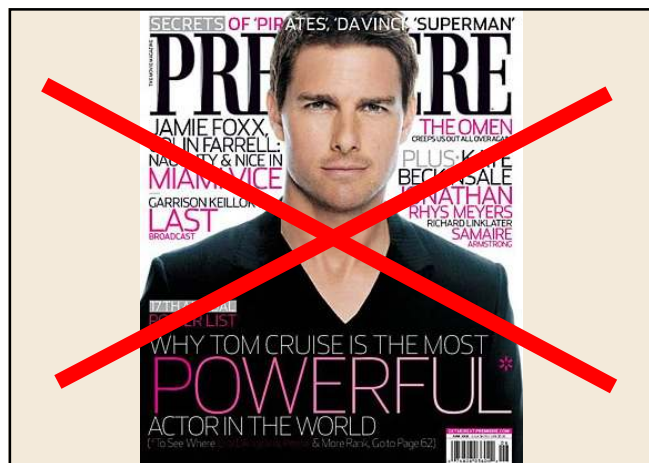


BUDAPESTI
KOMMUNIKÁCIÓS ÉS
ÜZLETI FŐISKOLA **BKF**

A marketingkommunikáció átalakulása a mozifilm-kampányok példáján

Papp-Váry Árpád
apappvary@bkf.hu

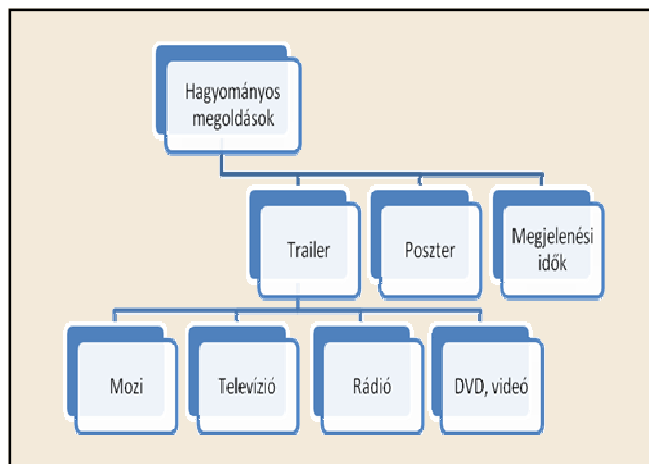
2009.12.28.



Klasszikus eszközök **BKF**

- Teaser trailer
- Theatrical trailer
- Plakátok
- (Film bemutatásának időzítése)

2009.12.28.



MISSING



Heather Donahue
Age: 22 Height: 5'6" Weight: 127lb
Eyes: hazel Hair: brown



Joshua Leonard
Age: 23 Height: 5'10" Weight: 152lb
Eyes: blue Hair: blonde



Michael Williams
Age: 24 Height: 5'8" Weight: 169lb
Eyes: brown Hair: brown

Last seen camping in the Black Hills Forrest area, near Burkittsville.

PLEASE CALL FREDERICK COUNTY SHERIFF'S OFFICE WITH ANY INFORMATION YOU MAY HAVE!

(301) 555-4270

Papp-Váry Árpád Dr.
Marketingkommunikáció átalakulása
a mozifilm-kampányok példáján



A film forradalmai:

- Hangosfilm
- Színes film
- Internet

Újfajta mozifilm- marketing megoldások



Hollywood's Redheaded Stepchild Speaks Out
HARRY KNOWLES
WITH PAUL CULLUM AND MARK C. EBNER



- 2007-ben reklámbüdzsé 8-10%-a erre
- Más iparágakban 6,5%
- Top10 online költő közt Warner Bros és Walt Disney
- Microsite forradalom





Make Pretty Skin Clinic

THE ONLY BOARD-CERTIFIED BEAUTY SPECIALISTS IN SINGAPORE

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IF YOU TRANSFORM THE WAY YOU LOOK, YOU TRANSFORM THE WAY YOU LIVE. MAKE PRETTY SKIN CLINIC BRINGS THAT TRANSFORMATION TO LIFE

A caterpillar can't fly until it undergoes a physical transformation. What emerges is beauty incarnate, a breathtakingly-colored butterfly capable of soaring to great heights. Though there's nothing wrong with being a caterpillar, if you had the chance to be a butterfly, wouldn't you grab it? Make Pretty Skin Clinic is that chance. Our nationally recognized team of renowned beauty physicians has over one hundred years of combined experience in the fields of plastic and cosmetic surgery. Nestle in our caring, expert hands and you'll be flapping your wings in no time.

TESTIMONIALS

"When I discovered that something in 'me' wasn't quite right, I contacted a Russian surgeon to fix me to the 'M' standard. I had to overcome some major life challenges. For a while, I was struggling, I had to restructure my physical appearance. I chose the craftsmen and craftsmen at Make Pretty Skin Clinic because they were fully committed to helping me make a total commitment."

PROCEURES:

Body Contouring:	Facial Rejuvenation:
Liposuction	Facelift (Rhytidectomy)
Tummy Tuck (Abdominoplasty)	Forehead Lift/Browlift
Arm Lift (Brachioplasty)	Thighlift
Breast Augmentation	Mid-facelift
Breast Reduction	EyeLid Surgery (Blepharoplasty)
Labiaplasty	Nose Surgery (Rhinoplasty)
Body Implants	Ear Surgery (Otoplasty)

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INFO@MAKEPRETTYSKINCLINIC.COM

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3 MOVIE MARKETIN MADNESS

DIE HARD 4
LEGGHÁBB AZ ÉLETEN

JUNES 22-TŐL A MOZIKBAN

Papp-Váry Árpád Dr.
 Marketingkommunikáció átalakulása
 a mozifilm-kampányok példáján

