

The logo features the word "moviepilot" in a sans-serif font, with "movie" in white and "pilot" in yellow. It is centered within a dark blue circle that has a glossy, 3D effect. This central circle is surrounded by several concentric, lighter blue circles that fade out towards the edges of the slide.

moviepilot

Moviepilot.

Annecy, 07.06.2011.

Who is that Moviepilot?



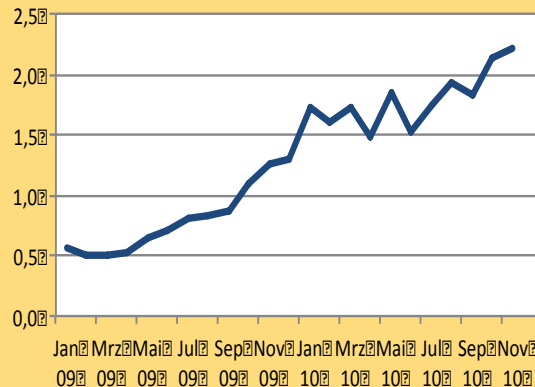
# Moviepilot Factsheet

## Profile

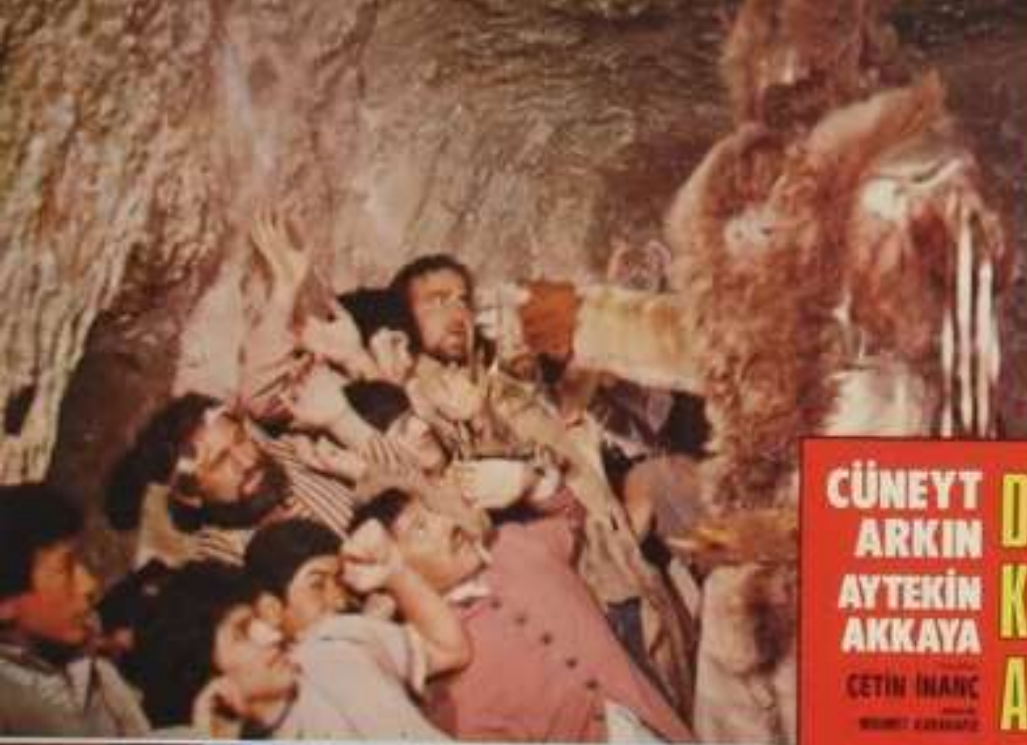
Personal entertainment guide  
Biggest and most active film community in Germany

## Facts

- Founded in 2007, Office in Berlin, 38 Employees.
- > 2 Mio Unique User/Month
- > 100.000 registered Members
- > 180.000 Datasets of movies, stars, dvd, tv etc
- > 14 Mio movie ratings
- > 1.2 Mio Fans on our german facebook-site
- > 2,4 Mio Fans on our international facebook-site (moviepilot.com)







„THERE ARE NO BAD MOVIES, ONLY SMALL AUDIENCES“



GET PERSONAL, ACT BOUTIQUE!



SOCIAL MEDIA IS A BLESSING FOR US: WE CAN BE  
BOUTIQUE AND BIG AT THE SAME TIME.







AIM AT YOUR TARGET! SPEAK DIRECTLY TO YOUR  
AUDIENCE!

Thanks to the social data provided in Facebook you can address directly to your audience.

Example Case: You want to promote a cinema-tour for The Illusionist. First stop: Annecy.

You can put on a facebook-ad exclusively for people living in Annecy, who

- Like Jacques Tati, Jacques Tati-Film, or The Triplets of Belleville or Charly Chaplin or Persepolis or the cinema of your screening
- Are male or female and between 22 and 35
- Have lots of friends

Then: You propose them something, they probably are going to like as well

You don't address to no matter who,

You don't address to the people most likely to buy

You address to the people who are most likely going to like the movie



A still from a video showing three men sitting on a yellow sofa in a room with blue patterned wallpaper. The man on the left is wearing a blue shirt and blue pants. The man in the middle is wearing a red t-shirt with a graphic and blue pants. The man on the right is wearing an orange polo shirt and khaki shorts. There are two lamps on side tables, one on each side of the sofa. The lamps have white shades with gold leaf designs and ornate bases. A dark horizontal bar with white text is overlaid across the middle of the image.

DON'T BORE WITH ADS!

Give them  
Something they will enjoy,  
Something to interact with  
Something they want to share with their friends



# Moviepilot – Facebook

## Viral activities

The screenshot shows the Facebook interface for the Moviepilot page. The page header includes the Facebook logo, a search bar, and the Moviepilot logo. The left sidebar contains navigation links: Pinnwand, Info, Uns empfehlen!, Trailer & Starts, Kinoprogramm, Fotos (12), Diskussionen, and RSS/Blog. The main content area features a post from Moviepilot dated 10. März um 15:26. The post text reads: "Wir sind sowas von reif für einen Freibrief^^ Ihr auch?" followed by a link to "www.moviepilot.de". Below the link, it says "Zum Start von 'ALLES ERLAUBT - Eine Woche ohne Regeln' am 10. März: Bist du reif für einen Freibrief". The post has 538 likes and 62 comments. A red circle highlights the number "538 Personen gefällt das." and a red arrow points to it with the text "Likes Pinnw und v damit den F". Another red arrow points to the link "www.moviepilot.de" with the text "Persönlichkeitstest mit Link auf moviepilot.de". In the bottom right corner, there is a small Twitter widget showing a tweet from @creohn: "Ich bin Debra & du? RT @moviepilot Dexter Videoquiz ... würden gern wissen, ob ihr eher Ritas, Debras oder Dexters seid. http://bit.ly/gC16yL".

facebook

Suche

moviepilot  
Webseite

mp Apple Twitter Facebook YouTube

Pinnwand

Teilen: Beitrag

Schreib etwas ...

moviepilot

Wir sind sowas von reif für einen Freibrief^^ Ihr auch?

Zum Start von "ALLES ERLAUBT - Eine Woche ohne Regeln" am 10. März: Bist du reif für einen Freibrief  
[www.moviepilot.de](http://www.moviepilot.de)

Mach den Test und finde heraus, ob du einen Freibrief für eine Woche eh eh frei wirklich nötig hast.

10. März um 15:26 · Gefällt mir · Kommentieren · Teilen

538 Personen gefällt das.

Alle 62 Kommentare anzeigen

Schreibe einen Kommentar ...

Persönlichkeitstest mit Link auf moviepilot.de

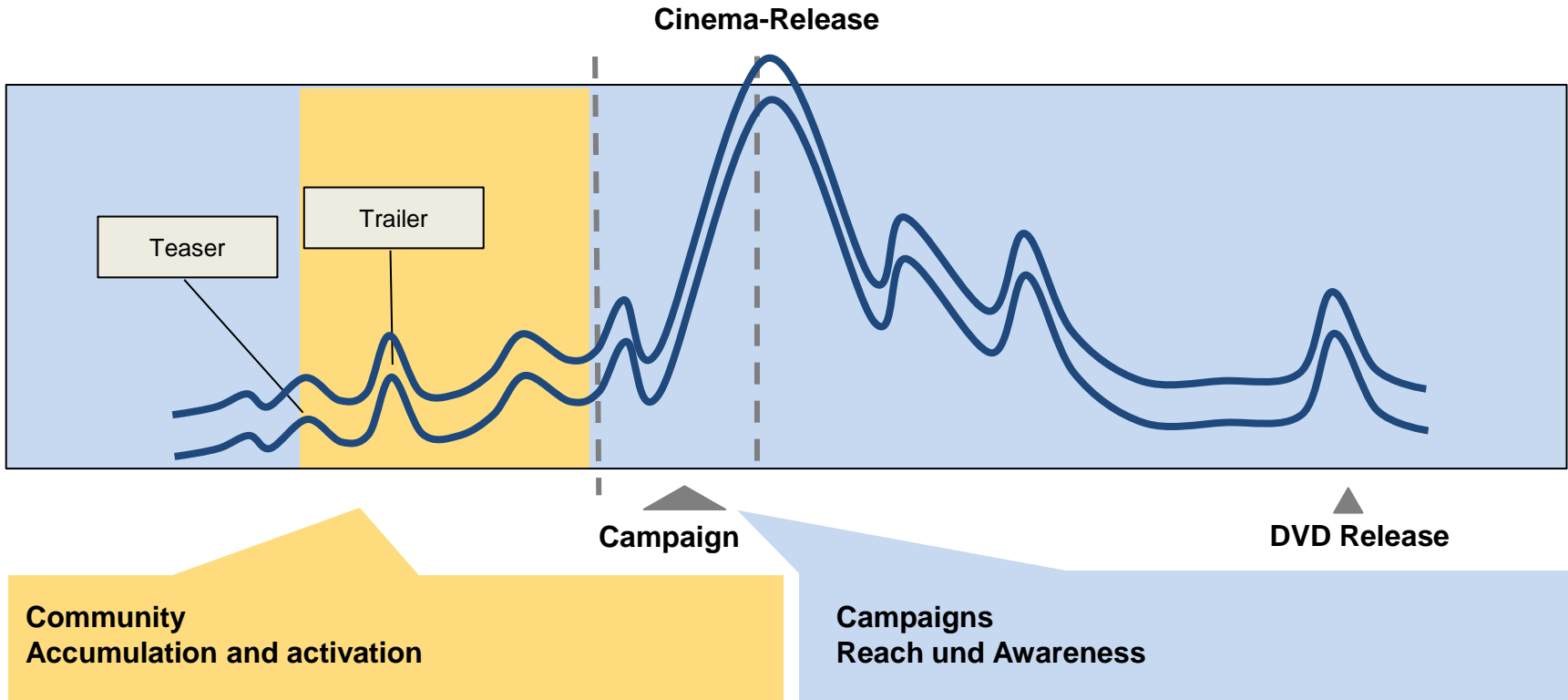
twitter

Ich bin Debra & du? RT @moviepilot Dexter Videoquiz ... würden gern wissen, ob ihr eher Ritas, Debras oder Dexters seid. <http://bit.ly/gC16yL>

creohn

870.869  
Personen gefällt das

# Facebook for distributors







FRIENDS!

# Facebook is not just users, it's users and their friends

Fans on Facebook



...and about 130 friends  
on facebook



...share a movie going  
experience



FB Places, Credits, Deals



Beziehung, Vertrauen, Affinität, Lokalität +  
Mobilität





GET VIRAL!





Make it a **game**!

Make it **funny**!

Give me something i can **share** with my friends!

Or

Ask moviepilot





[Zum Test](#)



[Zum Test](#)



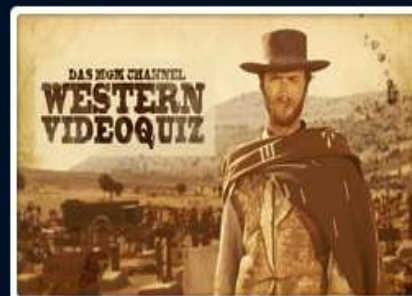
[Zum Video-Quiz](#)



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