



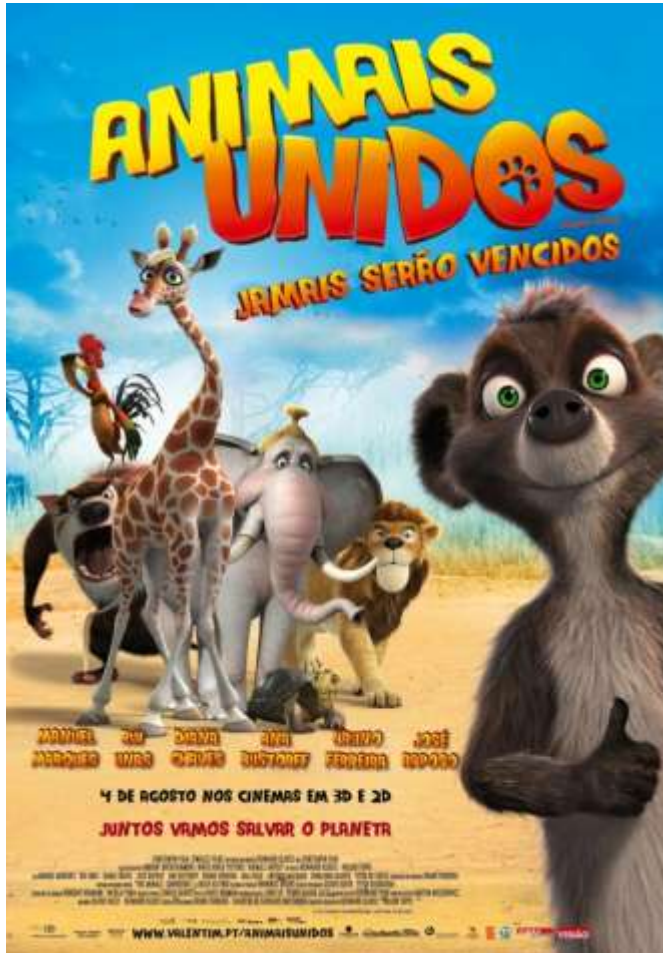
ANIMAIS UNIDOS

JAMAIIS SERÃO VENCIDOS
3D

ANIMALS UNITED

WHAT TO EXPECT FROM DIGITAL RELEASE

PRODUCT POSITIONING AND SIMILAR RELEASED TITLES ANALYSIS



Portuguese Title means *Animals United* will never be defeated

Release Date in Portugal
4th August 2011 in 41 screens

2D and 3D Animation

Target Group

- Children, ages 4 to 12
- Parents / Family Entertainment
- Teachers and educational staff on schools and other educational facilities

COMPARISON TITLES

Sammy's Adventure

Origin: Belgium

Local Distributor: PRIS AUDIOVISUAIS

Studio: nWave Pictures

Release date - 8th December 2010

Admissions: 115.000



Gnomeo & Juliet

Origin: UK/USA

Local Distributor: ZON Lusomundo

Studio: Touchstone

Release date - 17th March 2011

Admissions: 120.000



COMPETITIVE TITLES

Week Before Release

SUPER 8 – PARAMOUNT – Opening 28th July

DYLAN DOG – LUSMUNDO IND - Opening 28th July

400 CONTRA UM – VCM - Opening 28th July

CHASSEURS DE DRAGONS – LUSOMUNDO IND - Opening 28th July

Same Release Date

CAPTAIN AMERICA – PARAMOUNT – Opening 4th August

HORRIBLE BOSSES – WARNER - Opening 4th August

Week After Release

THE SMURFS – SONY WARNER - Opening 11th August

RISE OF THE APES – FOX – opening 11th August

BLITZ – PRIS AUDIOVISUAIS - opening 11th August

LEAP YEAR – LUSOMUNDO IND - Opening 11th August

PROMOTIONAL AND KEY COMMUNICATION GUIDELINES

LOCAL STARS IN THE VOICE CAST

Well known actors and TV stars performing the Portuguese dubbed version of the movie: Manuel Marques / Rui Unas / Diana Chaves / Ana Bustorff / Bruno Ferreira / José Raposo / Mila Belo

PRODUCTION OF THE DUBBING MAKING OF

creating some extra media coverage and product brand awareness towards specialized cinema media and in some programs dedicated to the family

“LET’S ALL SAVE THE PLANET”

Spread the main concept of the movie as an important and actual discussion towards the media and the target groups

“WHEN SUN GETS HIGH REFRESH YOURSELF WITH THE FUNNIEST MOVIE OF THIS SUMMER”

Release date versus vacation time



STRATEGY and MATERIALS DEVELOPED

In theatre promotion

- Trailers in Sammy's Adventure / Tangled / Rio / Gnomeo & Juliet / Alpha & Omega / King Fu Panda 2 / Cars 2
- Teaser Poster (Main Characters) and Generic Poster
- Standees (2,10m x 1,50m)
- Premières starting three weekends before release and Press screenings



In theatre promotion

- Inflatable for children to play (little gym) on first and second week



STRATEGY and MATERIALS DEVELOPED

Web marketing

- Teaser trailers
- Trailer
- www.valentim.pt/animaisunidos
- Facebook quizzes; ecard; banners and email signature



Covers and articles in magazines

TOTAL FILM / TIME OUT /EMPIRE / ESTRELAS & OURIÇOS (monthly guidebook specialized in children events) / VISÃO and VISÃO JUNIOR (kids' monthly magazine)

STRATEGY and MATERIALS DEVELOPED

Partnership with ZOO LISBOA (Lisbon) and ZOO STO INÁCIO (Vila Nova de Gaia)

- Cross-promotion with theatres (free tickets)
- Character profile close to real animals' sites in Zoo
- Photo call
- Flyer - treasure hunt



STRATEGY and MATERIALS DEVELOPED

Special event in national beaches

- Offering merchandising and inviting people to refresh in theatres seeing the movie during critical sun hours
- Merchandising developed: Pins, Balloons, Postcards, Hand fan, Stickers, Pencils, T-Shirts, Hats, Frisbees



MEDIA

TV - SIC (generalist) and SIC K (cable; kids channel)

Special actions “Come to studio and dub the trailer”

Making Of Portuguese Version

TV Spots, Trailer and Teaser Trailer

Radio – RADIO RENASCENÇA

Radio Spots and presence in primetime programs

Press – TOTAL FILM, ESTRELAS & OURIÇOS , VISÃO, VISÃO
JUNIOR

Advertising and promotional flyer inside magazines

PROJECTIONS

RELEASE IN MAY 2011

| | |
|-------------------------------------|--------------------------|
| ESTIMATED Admissions | 120.000 – 150.000 |
| ESTIMATED Box Office | 720.000€ - 900.000€ |
| ESTIMATED Rental | 295.000€ - 369.000€ |
| DISTRIBUTION BUDGET | 140.000€ |
| Distributor Result before MG | 155.000€ |
| Distributor Result After MG | 84.000€ |

RELEASE IN AUGUST 2011

| | |
|-------------------------------------|-------------------------|
| ESTIMATED Admissions | 90.000 – 100.000 |
| ESTIMATED Box Office | 540.000€ - 600.000€ |
| ESTIMATED Rental | 220.000€ - 250.000€ |
| DISTRIBUTION BUDGET | 180.000€ |
| Distributor Result before MG | 40.000€ |
| Distributor Result After MG | -32.000€ |

Why are we concerned?

Admissions projections based on a different release date must be different considering three months delay

Impact of the delay on marketing plan (branding / partners / sponsors)

Extra production costs not estimated

What were our difficulties?

Delay on receipt of materials for the Portuguese version (dubbed)

Restrictions and limitations on the contents supplied for dubbing

Obligations to work with non local studios

Difficulties on the workflow; troubles downloading and uploading files

Limitations on having the Portuguese version as expected by facing ultimate high costs

Non existence of Radio or TV Spots to adapt

Lack of support on European subsidies information

Inexistence of an international or European line-up on promotion, cross-promotion, branding and advertising

Extra costs on post-production especially on DCPs and KDMs

Conclusion



The Digital Release is welcome and, as a principle, has good intentions

Distributors could finally think in a reduction of the production costs

But digital release system has been imposed. Thanks to VPF, distributors can only expect some break-even when having a release with more than 10 digital prints

Instead of reducing, we've faced an increase of post production costs

A centralized DCP production and delivery doesn't mean you can save money

Ensuring the integrity of the feature and preventing piracy seems to be a battle only respected by producers and studios

Long form agreement obligations and the whole spirit of the business relationship is being compromised



Not to mention the impact on the national economy but this would take us a few more days...

Susana Barbosa

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