

DVD Cover Art Competition

Down & Dirty Details

- Who: Any student attending the Entertainment Marketing Panel Discussion
What: Create DVD Cover Art for WEDDING CRASHERS and/or THE GOLDEN COMPASS
When: DVD Cover Art must be submitted via email by midnight on April 6
Why: The best DVD Cover Art will win a fabulous prize and get feedback from two high-level industry executives
Where: Winners will be announced at the Panel Discussion on Saturday April 12, 12 – 2pm, LNCO 1110

Definition

DVD Cover Art is the entertainment marketing term for the front of the DVD packaging. It includes one or more iconic images from the movie, the title, above the title credits (actor, director and producer names) and often calls out awards and special features only available on the DVD.

For examples of DVD Cover Art go to www.Amazon.com.

Entertainment Marketing Process

Many people are involved in coming up with the DVD Cover Art. The **studio** develops a Creative Brief that details the marketing strategy that will be used to sell the DVD. Within the Creative Brief, there are also contractual obligations or restrictions that must be navigated when designing the DVD cover.

For example, on the WEDDING CRASHERS DVD cover, Owen Wilson's picture cannot be larger than Vince Vaughn's.

An **Entertainment Advertising Agency** is hired to create a marketing campaign based on the Creative Brief. **Graphic Artists** working for the Ad Agency are given the Creative Brief and the still photos and create a few sample covers. Those covers are paired with the taglines from the copywriters to complete the DVD Cover Art. The studio chooses the most effective word and image combination to position the DVD within the Home Entertainment marketplace.

The Competition

For this competition, you are working as the graphic artist to come up with ONE DVD Cover Art for WEDDING CRASHERS and/or THE GOLDEN COMPASS. You *may* do DVD Cover Art for each movie.

Use the Creative Brief found on the website to see how the studio is positioning the film for which you are creating the DVD Cover Art. The positioning is different than how the films were initially

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released. Based on this positioning, the restrictions and a viewing of the film, create DVD Cover Art.

Because THE GOLDEN COMPASS may not be in a movie theater near you and is not available for rental, you will have to be creative if you have not already seen the film. You can read a brief synopsis and view the trailer at Quicktime.com, Moviefone.com or Rottentomatoes.com. You can also dig around on the web for more plot details - - try aintitcoolnews.com for starters.

The DVD Cover Art should include images, the mandated text (actors' names, title, etc.) and a tagline. You do not need to come up with a tagline. You may use the tagline already used for the theatrical release as a "placeholder". If you want to make up a tagline and want it to be included in the Tagline Competition, follow the contest rules for the Tagline Competition in addition to the rules for the DVD Cover Art Competition.

There are professional images available for you to use! Due to copyright issues, the images cannot be posted on the website. However, send an email to Heidi Heller Banks at hjb@TheLadderProgram.com requesting the images – please specify which movie – and the images will be sent to you. The files are very large, so the images will be sent in 2 or 3 emails.

You do not have to use the professional images. You may use images from the movies that you find on the web or you may use "iconic" images like a wedding ring for WEDDING CRASHERS. You may also use "placeholder" images. For example, if you find a picture of Robert Redford and Paul Newman that is perfect for WEDDING CRASHERS – you may use that image and for the purpose of this competition, the judges will assume that Redford and Newman are Vince Vaughn and Owen Wilson. Please make a note of this assumption in your email submission.

Once you have created your DVD Cover Art, email your submission **as a jpg** to Heidi Heller Banks at hjb@TheLadderProgram.com. Include the jpg, the name of the film, your name, your phone number and any assumptions that you have made (i.e. used a picture of Redford and Newman in lieu of Vaughn and Wilson) in the email. The submission must be received by midnight on April 6th in order to be considered. If you are submitting DVD Cover Art for both films, send TWO separate emails – one for each film.

The winner of the DVD Cover Art Competition will be announced at the Entertainment Marketing Panel Discussion on Saturday, April 12 (12-2pm, LNCO 1110). You must be present to win!

If you have any questions about the competition, feel free to email Heidi Heller Banks at hjb@TheLadderProgram.com or call 818.231.6768.

Good luck!

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