



Universal Pictures Video Slam Into Another Gear To Promote The Fast And The Furious Online

Universal Pictures To Promote The Fast And The Furious Video Online *Interactive Marketing Consultancy New Media Maze Appointed for Online Promotion*

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----Begins----

Media Maze <http://www.newmediamaze.com> the Interactive Marketing Consultancy have been appointed by Universal Pictures Video to promote to the action-packed adrenalin pumped film The Fast And The Furious <http://www.thefastandthefurious.com>.

The online campaign is to raise the awareness of the Universal Pictures Video release, letting the targeted audiences know that the title is available to purchase on Video from 11th March 2002

The campaign objective is to create a buzz and sense of need about the release which was a huge hit, raise awareness to its fan base - and increase levels of sales of the video through online e-tailers.

The high-energy movie directed by Rob Cohen, tells the story of an undercover cop Brian O'Conner [Paul Walker (I)], who infiltrates a Los Angeles street racers gang to bust a hijacking ring. Vin Diesel stars as Domenic Toretto, the leader of a street gang that is under suspicion of stealing expensive electronic equipment, using hi-tech state of the art cars for the heists. Paul Walker (I) is the undercover police officer that attempts to find out who exactly is stealing the equipment, while falling for Domenic's younger sister Mia Toretto, played by Jordana Brewster.

New Media Maze will build and manage the promotion, designing creatives for the online campaign, which runs from 25th February 2002 to the 25th March 2002. The campaign targets a number of main stream sites and is being driven with a promotion on a major third party website related to the theme of the film, where the viral game will be hosted and pushed from.

The campaign includes email marketing with a viral element, hitting an initial opt-in database of 25,000 recipients built from previous Universal Pictures Video promotions. In addition to this, the campaign will also include online PR, competitions, promotions and sponsorship with selected websites targeting car, film, gaming, lad, racing, sport, technology and teen resources online - with incentive deals that appeal to those that will purchase the Video.

Hayley Barker, Online Promotions Manager at New Media Maze explains, *"Because the target audience of this film is predominately male, we chose websites that would appeal to them and the interests they may have. We have also taken into account that the release had a huge *"lad"* following the first time around, due to being branded as a film with serious attitude and with a cool soundtrack to match.*

Matt Brightwell, Product Manager, at Universal Pictures Video says, *"This is a fantastic movie with great*



visuals and an impressive and memorable hard hitting sound track. It just has an amazing feel with outstanding sound quality, especially with the earth trembling thunder that the cars make. The video enhancements and extras make this movie a definite "must own" for those that are really love their cars and loud music.

Barker adds, "The opt-in database has given us much to work with reaching targeted audiences online, which will be thrilled by this very powerful hormone driven title, and would like to own it on Video. The deal with the major third party site and online promotions addresses the other channel communication, pushing the right messages, ensuring that this title is presented to a greater audience."

----Ends----

----Notes to editors----

This press release is also available in PDF and Word formats.

New Media Maze Clients:

50/50, Columbia Tristar, Crazy Shark, EMI Chrysalis, Interlotto, Linakers, Sony Music, Universal International, Universal Pictures UK, Vision Video Ltd [VVL]

-----Contact-----

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Online Web 2.0 Version

You can read the online version of this press release [here](#).