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**BuzzFeed** VIDEO

# Custom Video Pitch

# Objectives

-  Drive excitement around the **Pixels** theatrical release through a unique, multi-phase, multi-touchpoint campaign.
-  Develop a “broad + narrow” content strategy that speaks to all four quadrants.
-  Content will align with cultural tentpoles like Comic-Con and possibly leverage cast and IP assets.

# Phase 1: Inform

## Content Strategy

Drive general awareness of **PIXELS** with subversive or surprising creative concepts spanning videos and sponsored posts.

### Nostalgic Video Series “If BuzzFeed Existed In The 1980s”

We release a series of funny BuzzFeed videos ostensibly filmed in the 1980s that integrate classic game characters. Possible episode titles:

- “Things People Who Live In The USSR Understand”
- “Gaming At The Arcade Vs. Gaming At Home”

### “Let’s Play” Video Series

A la “PewDiePie,” connect with millennials via classic video gameplay footage narrated by cast (Peter Dinklage narrates Pac-Man, etc)

### Sponsored Posts & Quizzes

Coordinated posts align with videos, the film and game IP from the movie. ex. “Which Classic Video Game Character Are You?”



# Phase 2: Engage

## Content Strategy

**Focus audience attention with large-scale, buzz-worthy activations.**



### **PIXELS “Takes Over BuzzFeed” Video**

A typical BuzzFeed video is suddenly interrupted by an alien invasion, prompting a race for survival. The video will live on BuzzFeed platforms. An alternate version can be released in theaters as an official trailer. Note: could incorporate “Arcaders” cameos.



### **Stunt Video Aligned With Comic-Con: People Play Space Invaders In Space**

Caveat: we have no idea if this is possible (which makes it exciting), but worth exploring with a press-hungry NASA.



### **High-Impact Interactive Execution on BuzzFeed.com**

Example: a sharable interactive feature allows users to “pixellate” certain sections of the site. (Subject to editorial review.)



# Phase 3: Sustain

## Content Strategy

**Remind audiences the movie is in theaters and drive “recap” conversations with content centered on thematic elements.**



### **“If Life Was A Video Game” Video**

What would life be like if you saw the world the way a video game character did? In this video, we imagine how things like food, sex, and work might be different if we were video game characters.



### **Experimental Short-form Video Series**

A first-to-market opportunity to create branded video content for BuzzFeed’s Instagram, Snapchat, or Vine channels. Subject to further exploration. Possible series idea:

*“Peter Dinklage Explains Donkey Kong In 15 Seconds”*

(Note: Game would change with each episode)



# Sony “Pixels” Partnership Activation Timeline

Program Begins: 5/10

July 9th - COMIC CON

PIXELS RELEASE  
July 25th

Program Complete: 8/1

## INFORM

*Build general awareness of the film with subversive integrations of cast and film IP into “traditional” BuzzFeed videos.*

### BF VIDEO SERIES (4-5 EPISODES):

“If BuzzFeed Existed In The 1980s”

### BF “LET’S PLAY” VIDEOS (# AND DISTRO TBD)

Short playthroughs of classic video games narrated by cast members.

### BUZZFEED POSTS (3-5):

Posts and quizzes built around thematic elements from the film.

## ENGAGE

*Focus audience attention with large-scale activation.*

### “ALIENS INVADE BUZZFEED” VIDEO

- Derivative version for theatrical trailer

### PIXELS “TAKES OVER” BF.COM

High-profile interactive execution for sections of buzzfeed.com. Example: “Pixellated Mode”

### “BUZZWORTHY” STUNT (TIMED TO COMIC-CON)

“People Play Space Invaders In Space” Video  
\* *This idea has not been vetted for feasibility, subject to further exploration.*

## SUSTAIN

*Offer reminders that the movie is in theaters and drive “recap” conversation around thematic elements.*

### 1 BF VIDEO:

“If Your Life Was A Video Game”

### SNAPCHAT/VINE/INSTAGRAM/TWITTER VIDEOS SERIES (4-5 EPISODES):

Subject to further exploration. Possible series idea: “Peter Dinklage Explains Donkey Kong In 15 Seconds”

# Phase 4: Bask In The Glory

## Content Strategy



## "Dear Kitten"



20,299,799 views

## "Are You A Visual Thinker?"



3,120,683 views

### PRODUCT PLACEMENT

"Dear Kitten" is a video concept that stands alone without brand sponsorship but includes subtle product placement of Friskies wet food halfway through the video. The video includes a branded intro card and title card before the endslate.

### THEMATIC

The overall video concept addresses a theme set forth by the brand: inventors and thinkers in celebration of Inventor's Month. No specific product or brand message is mentioned but it leads into a branded video endslate, driving to the brand's video of choice.

# Appendix

- **Age demo: 18-34**
- **13M+ BuzzFeed Network subscribers**
- **4B+ views on YouTube since launch**
- **1,300 videos with over 1M views each**
- **~60% of views on mobile**