



# GAME

OF YOUR LIFE

BRAND TOOLKIT

## QUICK FACTS

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**What:** “Game of Your Life,” the 9th installment of Family Movie Night is about four college freshmen in a video game design program who need to stick together and develop the game of their lives or get sent packing (full synopsis on following page).

**Who:** “Game of Your Life” stars Nathan Kress (iCarly), Titus Makin Jr. (Glee), and Lea Thompson (Back To The Future)

**When:** Friday, December 2nd at 8/7c on NBC

**Why:** Family Movie Night offers families an opportunity to come together for quality entertainment that everyone can enjoy

**The Opportunity for You:** Event-based messaging and unique content for your brand’s fans that can help promote family togetherness

**The Opportunity for Us:** By getting our message to as many people as possible, we can help promote tune in and reach the most people possible

**How You Can Help:** 3 ways

- Post a tune in message via Facebook and/or Twitter (week of 11/28)
- Post the trailer on your site, or post the link to the trailer on Facebook or Twitter (week of 11/28 or before)
- Display a banner or callout on your site (week of 11/28 or before). Pre-made standard-sized banners are included in this kit, or you can build your own unique sized banners with the assets provided. Display Banners will link to the following sites:
  - <http://www.familymovienight.com/#trailer>

Please review this guide to determine the best option for your site and follow the tracking mandates in Section 5.

**Awesome Assets You Can Link To:** A number of efforts are already underway for the promotion of “Game of Your Life.” If you’re interested in hooking into one of these, please contact Heather Shultz ([shultz.hg@pg.com](mailto:shultz.hg@pg.com)).

- **Customizable Video Postcard App:** people can customize a video message from Nathan Kress with the recipient’s name, which will be embedded in the visual elements of the video. There will be an option for 3-4 different videos that can be shared.
- **Behind-the-Scenes Video Content:** We will have a number of videos posted to the Family Movie Night YouTube channel that can be picked up and shared. Check out the content at: <http://www.youtube.com/fmnib>
- **Facebook Event:** A Facebook Event will be created for RSVP purposes.
- **Facebook, Twitter, YouTube:** New content will be continually posted to the Family Movie Night social media properties. You are welcome to pick up and share, RT, or Like any of this content!

**Thank you in advance for helping make “Game of Your Life” a success!**

## INTRODUCTION

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This guide provides all the details you need to communicate the “Game of Your Life” and Family Movie Night message including:

- Sample Social Media Posts and Guidelines for Creating Your Own
- Pre-Made Banners
- Trailer Information
- Assets to Create Your Own Materials

**Our goal** is to **increase awareness** of “Game of Your Life” to drive tune-in for the movie on NBC.

**Our strategy** is focused on increasing both **trailer views** (online and on TV) and **consumer engagement** for Family Movie Night on Facebook through “Likes” and posting activity.

If your brand can offer any support in accomplishing these goals, please let us know.

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**Prof. Abbie Lambert**  
**(Lea Thompson, Back to the Future)**



## 1. MOVIE SYNOPSIS

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When high school gamer **Zach Taylor (Titus Makin Jr., Glee)** lands a scholarship to an exclusive video game design program led by billionaire gaming icon **Marcus Bentton (Tom Nowicki, The Blind Side)**, his future takes a promising turn... as long as he can survive the intense freshmen project that eliminates half of the class in the first three months.

Teamed up with determined group leader **Sara (Dana De La Garza, Knight Rider)**, and his brilliant yet socially awkward roommates, **Donald (Adam Cagely, Ned's Declassified School Survival Guide)**, and **Phillip (Nathan Kress, iCarly)**, the four set out to involve the entire campus in a quirky new social interactive game.

As the project intensifies, Zach learns that his father is in financial trouble. Distracted and desperate to help, he accepts an opportunity to work with Bentton on a secretive and suspicious side project. Zach finds himself stretched to his limits and torn between his responsibility to the team and helping his father.

With nowhere else to turn, he confides in Professor **Abbie Lambert (Lea Thompson, Back To The Future)** and is forced to make a decision that will affect his future and the lives of everyone around him.

### 1.1 ABOUT FAMILY MOVIE NIGHT

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**Walmart and P&G** have partnered to help families create more family-oriented entertainment options. During Family Movie Night, families can be confident that they'll receive quality entertainment without the worry of having to dive for the remote.

By providing this block of time, Walmart and P&G are striving to bring Family Movie Night back into the living rooms of families that are bombarded by busy schedules and lack of programming that's appealing to everyone.

Tune in and see what the buzz is about!

## 2. CREATING YOUR POST

Though we have included some sample copy in the next section of this toolkit, **we strongly recommend that you tailor the messaging and the tone/voice of the content to better match that of your brand character.** This greatly increases the effectiveness and the positive reception of the posts by your followers. We also recommend that the posts come from your brand and not from a third party.

**Topics of your post** can be related to any of the following approved areas which may offer a unique angle to reach your brand's fans:

### Approved Topics for Family Movie Night Related Posts

<p><b>Family Entertainment</b> These posts can relate to your brand's support of bringing families together through television or movies</p>	<p><b>Gaming</b> Our plotline follows video game designers, and also features a scene with an Xbox Kinect</p>
<p><b>Fall/Winter Holidays</b> Families come together over the Thanksgiving (11/24) holiday, and we are developing a customizable video app for that holiday that can be picked up, or reach them as they prepare for Chanukkah (12/20), Christmas (12/25), or Kwanzaa (12/26)</p>	<p><b>Tough Choices</b> The main character needs to make the hardest decision of his life. What are some tough choices your brand's fans might have to make?</p>

The following are **communication mandatories to be included in your posts:**

- "Game of Your Life"
- Friday, December 2nd at 8/7c on NBC
- Link to the Trailer

**Additional messaging** points that can be added, include:

- Family Movie Night or family entertainment message
- Movie tagline: "Choose your moves carefully."
- Presented by Walmart and P&G

For **Twitter Messages:**

Please use the following hashtag to enable tracking conversations:

- #FamilyMovie

Talent handles can be used when referring to stars. They are as follows (in priority order):

- @LeaKThompson
- @NathanKress
- @TitusMakin

**Custom Messages:** If you would like a custom message, but aren't able to write one on your own, we will help craft a message specific to your brand.

**Partner brands,** please contact:

Ashley Hugget  
ahuggett@flyoverstudios.com  
269.930.1466

**Zach Taylor**  
(Titus Makin Jr., Glee)



## 2.1 SAMPLE COPY

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### TUNE-IN PUSH (optimal timing for usage: 11/14-12/2)

#### FACEBOOK:

##### Facebook Message – Tune-In Option 1

After battling through the holiday shopping crowds, you deserve a break! Get ready to gather your family and your warmest blankets, pile-up on the couch and watch the Family Movie Night premiere of “Game of Your Life” Friday, December 2 at 8/7c on NBC!

[Link to: <http://familymovienight.com/#trailer>]

##### Facebook Message – Tune-In Option 2

Watch “Game of Your Life” Friday, Dec 2nd at 8/7c on NBC as college freshman, Zach Taylor, finds himself in over his head in an elite video game design program and needs to decide between letting down his father and his design team. Check out the trailer now!

[Link to: <http://familymovienight.com/#trailer>]

##### Facebook Message - Tune-In Option 3

Zach Taylor is living his dream in an elite college program for video game design. But on Friday, Dec 2nd at 8/7c on NBC, he’ll have to make a decision that will not only affect his life, but the lives of everyone around him. What’s the hardest decision you’ve ever made?

[Link to: <http://familymovienight.com/#trailer>]

#### TWITTER:

##### Twitter Message – Tune-In Option 1

Don’t miss the one time airing of “Game of Your Life,” a movie event for your whole family Fri, Dec 2 at 8/7c on NBC. #FamilyMovie

[Text characters with spaces: 130]

##### Twitter Message – Tune-In Option 3

“Game of Your Life,” a #FamilyMovie Night special, airs Fri, Dec 2 at 8/7c on NBC. View the trailer:

<http://bit.ly/prA3nl>

[Text characters with spaces: 121]

### TUNE-IN PUSH with TALENT (optimal timing for usage: 11/14-12/2)

#### TWITTER:

##### Twitter Message: Tune-In with Talent Option 1

Don’t miss the next #FamilyMovie Night event: “Game of Your Life” w/ @LeaKThompson. This story powers up Fri, Dec 2 at 8/7c on NBC

[Text characters with spaces: 129]

##### Twitter Message: Tune-In with Talent Option 2

Get charged up for the next #FamilyMovie Night event: “Game of Your Life” w/ @NathanKress Fri, Dec 2 at 8/7c on NBC

[Text characters with spaces: 115]

##### Twitter Message: Tune-In with Talent Option 3

Don’t miss the next #FamilyMovie Night event: “Game of Your Life” w/ @TitusMakin Fri, Dec 2 at 8/7c on NBC

[Text characters with spaces: 106]

Phillip  
(Nathan Kress, iCarly)



## FAMILY MOVIE NIGHT FOCUSED (optimal timing for usage: 10/31-11/21)

### FACEBOOK:

#### Facebook Message – FMN Focused Option 1

This fresh nip in the air is the perfect inspiration for snuggling with the kids and what better reason to cuddle up than Family Movie Night's "Game of Your Life" on Friday Dec. 2 at 8/7c on NBC, a story about how even the of best intentions need to be carefully thought through. Have you had good intentions go bad?

[Link to: <http://www.facebook.com/familymovienight>]

#### Facebook Message – FMN Focused Option 2

Looking for a way to get your kids to stop playing video games and hang with the family? Check out the trailer for "Game of Your Life," airing Friday, Dec 2nd at 8/7c on NBC and LIKE Family Movie Night for updates, behind-the-scenes content, and more!

[Link to: <http://www.facebook.com/familymovienight>]

#### Facebook Message – FMN Focused Option 3

Make a date with your family for Friday, December 2nd when Family Movie Night returns with an all new movie event. Tune in to NBC at 8/7c for "Game of Your Life," a story about a group of freshmen video game designers. LIKE Family Movie Night on Facebook to get the trailer, behind-the-scenes photos, interviews with the cast, and more!

[Link to: <http://www.facebook.com/familymovienight>]

#### Facebook Message – FMN Focused Option 4

Ever think of your life as a video game-- slaying monsters in the closet and racing through grocery store aisles? Well, we think you've made it to super mom level and you deserve a prize! So pile-up on the couch with your princes, princesses (and that loyal canine sidekick too) this Friday, Dec. 2 at 8/7c for "Game of Your Life" on NBC.

[Link to: <http://www.facebook.com/familymovienight>]

### TWITTER:

#### Twitter Message – FMN Focused Option 1

#FamilyMovie Night is reconnecting busy families across the country! Gather your crew to watch "Game of Your Life" Fri, 12/2 on NBC at 8/7c

[Text characters with spaces: 139]

#### Twitter Message – FMN Focused Option 2

Ready for the next #FamilyMovie Night event? Make a date with your family to watch "Game of Your Life," Fri, Dec 2 on NBC at 8/7c.

[Text characters with spaces: 129]

#### Twitter Message – FMN Focused Option 3

#FamilyMovie Night is back with an all new movie event the entire family can enjoy! "Game of Your Life" airs Fri, Dec 2 on NBC, 8/7c.

[Text characters with spaces: 133]



Sara  
(Dana De La Garza, Knight Rider)

## TUNE-IN PUSH with BRANDING (optimal timing for usage: 11/14-12/2)

### FACEBOOK:

#### Facebook: Tune-In with Branding Option 1

Don't miss "Game of Your Life," a movie for the entire family, airing Friday, December 2nd at 8/7c on NBC. "BRAND NAME" is a proud supporter!

[Link to: <http://www.facebook.com/familymovienight>]

#### Facebook Message: Tune-In with Branding Option 2

Family movie night is back and we at "BRAND NAME" are proud to be a part of it! Don't miss "Game of Your Life," a story about a student video game designer about to make the toughest choice of his life, airing Friday, December 2nd at 8/7c on NBC.

[Link to: <http://www.facebook.com/familymovienight>]

### TWITTER:

#### Twitter Message: Tune-In with Branding Option 1

#FamilyMovie Night is back and "BRAND NAME" is a proud sponsor! Watch "Game of Your Life" on Fri, Dec 2 at 8/7c on NBC.

[Text characters with spaces: 131]

#### Twitter Message: Tune-In with Branding Option 2

Don't miss "Game of Your Life" airing Fri, Dec 2 at 8/7c on NBC. Watch for a commercial message from "BRAND NAME"! #FamilyMovie

[Text characters with spaces: 138]

## TUNE-IN PUSH with EVENT RSVP (optimal timing for usage: 11/14-12/2)

### FACEBOOK:

Going back to work after a holiday weekend is always tough. If you get as exhausted as we do, you need to schedule some family R&R on the couch. Get those snacks and call the kids after that long first week back for Family Movie Night's "Game of Your Life" Friday, Dec. 2 at 8/7c on NBC!

[Link to: <http://www.facebook.com/event.php?eid=168550523239870>]

### TWITTER:

Gather your family and RSVP at <http://on.fb.me/tAyzxK> to watch "Game of Your Life," airing Friday, Dec 2 at 8/7c on NBC.

[Text characters with spaces: 132]



**Marcus Bentton**  
(Tom Nowicki, The Blind Side)

## 2.2 SAMPLE FACEBOOK ADS

If you are unable to insert a Wall Post into your Conversation Calendar or would like to do even more to support Family Movie Night, you could also create a Facebook Ad. Sample ads are below for reference, but please contact Kim Tracey (ktracey@barkerdzp.com) for help in customizing your ad.

### Event Ad

Sponsor



**Family Movie Night**  
Make a date with your family for an all new movie "Game of Your Life" starring Lea Thompson


FRIDAY, DEC 2  
8/7c on NBC

Time: December 2 at 8/7c  
Location: Your Home, Your TV  
Attendees: people are attending.  
RSVP:  Yes  Maybe  No

### RSVP Ad

Sponsored

**Game of Your Life** x



Family Movie Night is back! Gather up the family on Friday, Dec 2nd for Game of Your Life at 8/7c on NBC.

FRIDAY, DEC 2  
8/7c on NBC

How excited are you to watch?

Excited  
 Very Excited  
 GAME ON

18,730 people voted, including Sean Sullivan.

### Video Ad

Sponsor



**Family Movie Night**  
Like movies for the whole family? Check out the trailer for "Game of Your Life" airing Friday, Dec. 2 at 8/7c

Write a comment...

**Justin Smith** at 2:11pm August 13 x  
this is a good idea for an ad unit



**Dean Cameron**  
(Ric Reitz,  
Remember the Titans)

## 3. PREMADE BANNERS

Three standard banner units are available if your site supports one of these sizes.

Link to: [www.facebook.com/familymovienight](http://www.facebook.com/familymovienight)

Download the banner JPGs here:

[http://bdzp.me/goyl\\_ban\\_jpg](http://bdzp.me/goyl_ban_jpg)

728x90



If you desire a custom unit, see Section 4.

300x250



160x600



### 3.1 POSTING THE TRAILER

For “Game of Your Life,” our goal is to encourage as many trailer views as possible. To that end, we have posted the **MOV file at the link below**, along with the other workable assets for banners.

**During the week of November 14th, we will be posting the trailer to YouTube.** If you prefer to embed the video from YouTube, you can find that link at our channel:

<http://www.youtube.com/fmnib>

### 3.2 DEPLOYMENT INSTRUCTIONS

It's easy to integrate the trailer and the premade banners into your site. We've eliminated the need to host them on your own site or write your own code.

A file named “MovieNightBannerCode.zip” is available for download below. It contains code snippets for each of the six premade banners and the link for the trailer hosted on YouTube.

To deploy a banner, developers simply can copy and paste the code for the appropriate banner size into their Web page.

The code snippets reference images stored on FamilyMovieNight.com.

Please also see Tracking Guidelines in Section 5.

Download the code snippets here: [http://bdzp.me/goyl\\_ban\\_code](http://bdzp.me/goyl_ban_code)

## 4. CREATING YOUR OWN BANNER

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On sites where the premade banners won't work, brands may create their own banners or callouts for the movie, and/or post the trailer.

To help deliver a consistent message, it's imperative that custom banners use the following communication guidelines and visual mandates.

### 4.1 COMMUNICATION GUIDELINES

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**Mandatory:**  
**Movie Brandmark**  
(Use supplied asset)



**Airtime**  
Friday, December 2nd, 8/7c

**NBC Logo**  
(Use supplied asset only)



**Optional:**

**Headline**  
Choose your moves carefully

#### Call-to-Action Options

**Option 1:**  
Like Family Movie Night on Facebook

**Option 2:**  
Check out the trailer, behind-the-scenes content and more at [FamilyMovieNight.com](http://FamilyMovieNight.com)

**Option 3:**  
View the trailer (Full trailer will be posted to [FamilyMovieNight.com](http://FamilyMovieNight.com) the week of November 14th and also posted at the link with banner assets)

**Family Movie Night Logo:**  
(Use supplied asset only)



## 4.2 VISUAL MANDATORIES

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### Requirements

At a minimum, your banner must include the movie logo, date & time and NBC logo set on a black background.

### Fonts

**SF ALIEN ENCOUNTERS SOLID**

**Helvetica Neue LT Std 73 Bold Extended**

Helvetica Neue LT Std 55 Roman

*Helvetica Neue LT Std 56 Italic*

### Layered Assets

The elements in the banner compositions may be sized and arranged to suit your needs. In the layered banners, these elements are provided as Photoshop SmartObjects, so they can be scaled as needed. Do not alter the appearance of the design elements in any way.

### Trailer

For “Game of Your Life,” we would like to encourage as many trailer views as possible. To that end, we have posted the MOV file for your use at the link below, along with the other workable assets for banners.

Download the fonts and layered assets here: [http://bdzp.me/goyl\\_assets](http://bdzp.me/goyl_assets)



## 5. TRACKING MANDATORIES

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### TRAILER TRACKING

To ensure all traffic is properly tracked, please inform Heather G. Shultz (shultz.hg@pg.com) if you will be posting the trailer. Information required includes:

- URL posted to
- Date and time of post
- YouTube link or embed of MOV file
- Views of embedded MOV file

### FACEBOOK/TWITTER TRACKING (For each post)

To ensure all traffic is properly tracked, please inform Heather G. Shultz (shultz.hg@pg.com) if you will be creating a post. We also ask that you follow up after the post to confirm number of impressions, etc. Information required includes:

- Account used to post
- Date and time of post
- Impressions for each post
- # of Likes
- Feedback %
- Messaging used
- Was trailer or link to trailer used

### BANNER TRACKING

To ensure all traffic is properly tracked, please inform Heather G. Shultz (shultz.hg@pg.com) if you will be posting a banner. Information required includes:

- The URL the banner is posted to
- Which creative and size is used
- Dates the banner(s) will be live
- Total number of banner impressions (post-campaign)

## 6. CONTACTS

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For technical questions, please contact:

- John Lu (jlu@barkerdzp.com) 212.226.7336
- Sam Stroube (sstroube@barkerdzp.com) 212.226.7336

For posting questions, please contact:

- Kim Tracey (ktracey@barkerdzp.com) 212.226.7336

For questions about Family Movie Night, the movie tune-in plans, and brand commercials/integrations, please contact:

- Meredith Suffron (suffron.ml@pg.com) 513.983.5862

For Public Relations/ER questions, please contact:

- Lindsey Erdahl (erdahl.l@pg.com) 513.698.4182