



INVINCIBLE MARKETING CROSS-PROMOTION CASE STUDY **FOR HELLBOY II: THE GOLDEN ARMY**

The Hellboy/NBCU integration was a first of its kind, cross-channel campaign designed to change Hellboy's perception with viewers unfamiliar with his super-hero identity and broaden his potential box-office appeal. The extensive TV and online campaign paired Hellboy with stars from NBC and NBCU's cable networks in funny and highly original spots, effectively promoting both Hellboy and the channels' programs--a first for movie marketing. Bravo's James Lipton, NBC's Zac Levi (Chuck), SyFy's Ghost Hunters, Jason and Grant, Wolf the Gladiator, and Mun2's Yasmin and Crash (Las Chicas), all participated in the promos. Other promos included a USA Network Character Profile, a "The More You Know" PSA and an interview with Hellboy: Cat-Lover on Petside.com. The promos ran for two weeks across all nine NBC and NBC U's channels.

THE EFFECT: This breakthrough campaign not only captured viewers' imaginations but also generated overwhelming praise from reporters and bloggers. The promos were a massive hit on the web with videos garnering millions of hits on YouTube and scores of other sites, with almost unanimous positive comments.

THE RESULT: The film over-delivered on its estimate, bringing in \$35.9 million dollars, 50% higher than the Sony-distributed Hellboy I. Hellboy II's audience skewed surprisingly older as well (58% over age 25 and 10% over 50), which could possibly be attributed to the campaign's large presence in *The Today Show* and also to *James Lipton's* appeal to older demographics.

1. THE PROMOS

- **James Lipton – "Inside the Actors Studio"[Bravo]: Demons / Misunderstood**
- **"Chuck" – Lunch Boxes [NBC]**
- **"Ghost Hunters" – You Guys Do That Too? [SyFy]**
- **Wolf the Gladiator – Ever Use One of These? [NBC]**



- [“Las Chicas” – Latino! \[Mun2\]](#)
- [Hellboy PSA \[NBC\]](#)
- Hellboy Characters Uncovered Profile [USA]: [Lover or a Fighter?](#) / [First Love?](#)

2. OTHER CROSS-PROMOTION: PETSIDE.COM

Manze wrote an [original Hellboy interview](#) for the NBC U-owned Petside.com, showcasing a different side of Hellboy – that of demon cat lover with over 50 felines in his care.

3. BOX OFFICE SUCCESS STORY –\$35.9 Million, 50 percent over Hellboy 1

DEADLINEHOLLYWOODAILY.COM — ‘Hellboy II’ Burns Up Box Office; Eddie’s ‘Meet Dave’ Goes To Its Grave

*“Obviously, **the studio's uber-marketing attempt to humanize** the Guillermo del Toro pic's bizarro collection of characters ... worked nicely. That's why Ron Perlman as Hellboy did promos on every NBC Uni media outlet imaginable. (Even on cable's Oxygen channel with Bravo's James Lipton interviewing him...) The fact that Hellboy II made 50% more than the 2004 first movie's \$23.1M opening FSS is **a real triumph for Universal Pictures.**”*

THE HOLLYWOOD REPORTER — Reheated ‘Hellboy’ Bubbles to Top Slot

*“The first “Hellboy” grossed \$59 million domestically, but the **rousing start** should see the sequel approach or even **surpass \$100 million.**”*

USA TODAY — Hellboy’s ‘Golden Army’ Storms the Box Office

*“The relatively obscure tale about a spawn of Satan who turns into a crime fighter racked up \$35.9 million, according to studio estimates from Nielsen EDI. The debut **bested projections** by \$5 million and gave director Guillermo del Toro his third No. 1 film with a comic-book hero at its center (after 2004's Hellboy and 2002's Blade II).”*

LA TIMES — Hellboy's 'Lovable' Side May Give Him an Edge at the Box Office

"In a bit of NBC Universal corporate cross-hype, the deferential host of Bravo's talk show "Inside the Actors Studio" highlights the lighter side of Hellboy, probing the horned, red-skinned ruffian (played by Ron Perlman) as if he were a method actor battling inner demons instead of real ones. The promo is an effort to soften the image of the gun-toting hero from hell -- a campaign that could help the sequel to 2004's "Hellboy" compete with another superhero flick, Will Smith's "Hancock," from Sony Pictures, for No. 1 with about \$30 million in weekend ticket sales."

HOLLYWOOD REPORTER — NBC Introduces Hellboy to Chuck and Wolf

*"Synergy, thy name is Universal. For the July 11 release of "Hellboy II: The Golden Army," distributor Universal is teaming with NBC Universal for some **creative cross-pollinating**. Three new ads mix Hellboy with NBC television personalities."*

MEDIA DAILY NEWS — NBC Cross-Promotes Universal's Film "Hellboy II"

*"Universal Studios' new theatrical film "Hellboy II: The Golden Army" has been getting some rare original co-marketing spin on a number [of] NBC Universal's TV channels -- all to **broaden the movie's appeal**."*

5. CAMPAIGN REVIEWS

GETTHEPICTURE.NET — Hellboy Goes 'Inside the Actor's Studio'

*"This clip is **innovative**, it does stick with you, and it's **incredibly effective**. I wonder if having more tricks like this in its arsenal would've helped Hellboy or not. **Marketing can get gimmicky, and this sequel (which are gimmicks in their own way) has managed to avoid that curse**."*

MOVIE MARKETING MADNESS — Hellboy 2 – The Golden Army

*"**In perhaps the best movie marketing decision of the year so far, Universal tapped into the properties of a number of its sister companies to advertising Hellboy**. They created a series of spots pairing Big Red with characters from shows like "Chuck," "American Gladiators"*

and “*Inside the Actors Studio*” that had him in a variety of situations, most of which end up with him being well meaning but slightly inappropriate.”

WORDPRESS.COM — Hellboy’s Great Interview

“**Great promotional campaign.** The ever so recognizable **James Lipton is hilarious** just being himself. I think it’s so **effective for a brand to have a character, and bring them into our world**, and have them **interact with a part of pop culture** that so many people can recognize.”

THETVADDICT.COM — Corporate Synergy At its Finest: Hellboy Meets Chuck

“**For once synergy produces something amusing.** My personal favorite is this one where Hellboy and Chuck sit, play video games, and complain about how all this governmental subterfuge doesn’t mean they get the celebrity they so rightfully deserve.”

WHATWOULDTOTOWATCH.COM — A ‘Golden’ Ad Campaign

“What do you do when you’re promoting a superhero with 1/10th the brand awareness of Spidey and friends? **You schedule your hero on a mock “Inside the Actor’s Studio,”** of course. Their chat can be seen on various TV commercials airing in the run-up to the film’s release this Friday. Another TV ad features Hellboy in a spot reminiscent of those “And now you know ...” PSAs. **Smart marketing.** Let’s hope the movie is just as canny.”