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New Line Marketing Wins Yahoo! Big Idea Award for Wedding Crashers Campaign

LOS ANGELES (March 21, 2006) -- The 1st Annual Yahoo! Big Idea Chair Award for Excellence in Studio Integrated Marketing was presented to New Line for its marketing campaign in support of Wedding Crashers. The award was presented to Russell Schwartz, New Line's President of Domestic Marketing, at a ceremony last week during ShoWest in Las Vegas.

The Yahoo! Big Idea award was designed to recognize unique and outstanding work in the field of creative marketing and advertising. New Line was chosen the winner by a panel of judges that included marketing experts from USA Today and the Hollywood Reporter among other members of the entertainment marketing community. Other nominees included: Charlie and The Chocolate Factory, War of the Worlds, and King Kong.

"The ingenuity of New Line's Wedding Crashers' integrated campaign is a perfect example of a cohesive effort that went beyond conventional methods to achieve exceptional results," said Vince Messina, entertainment category development officer for Yahoo!.

Judges were won over by the 10-minute presentation New Line submitted regarding its Wedding Crashers campaign. The presentation outlined how the studio utilized all of its marketing divisions - creative advertising, publicity, interactive, promotions, and media - to build awareness of Wedding Crashers from 0% to 95% in the course of a year leading to its opening weekend. Specific highlights of the campaign included a co-branding relationship with Budweiser, an extensive print and broadcast effort, an effective PR messaging campaign that educated consumers about the concept of "crashing," and an online "Crash This Trailer" feature of the film's website that allowed online users to insert themselves into the film's preview.

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