

EMG Launches 20th Century Fox I Love You, Beth Cooper Trailer Debut Campaign

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IRVINE, CA – Earthbound Media Group (EMG) recently unveiled a blockbuster personalized rich media experience and accompanying social media and online marketing campaign for client 20th Century Fox, putting EMG's technology-driven marketing and media solutions to work for one of the world's largest producers and distributors of motions pictures. Featuring a full-fledged buzz-building and online public relations initiative via various blogs, message boards and content distribution channels, interactive widgets and the first phases of an official movie website, the campaign was developed to promote the trailer launch for 20th Century Fox's new movie I Love You, Beth Cooper, starring Hayden Panettiere of Heroes fame and Paul Rust.

"This campaign for 20th Century Fox provided a great opportunity for EMG to do what we do best – leverage emerging media and technology with our distinctly creative marketing capabilities while engaging a target audience on their own terms," said EMG's Chief Visionary Officer and Managing Partner Damien Navarro. "EMG is excited to continue to uncover newer and truer ways of reaching our clients' consumer groups through social media and interactive marketing initiatives like this one."

EMG developed the first round of I Love You, Beth Cooper social media initiatives – the personalized trailer widget – to invite users to either share the trailer with friends on their Facebook walls or MySpace profile pages or create a custom trailer complete with personalized pop-up commentary. With choices for Love, Like, Friendship and Rejection and the ability to type in specific content to tailor the trailer even more, users are publicly confiding their juiciest secrets and sharing their very own I Love You, Beth Cooper-inspired messages online.

"Reaching individuals through online social networks is an incredibly effective way to engage many market segments," said EMG's Vice President of Entertainment and Senior Social Media Consultant Jayson Oertel. "And, by building this movie's visibility within the wide range of social networks, blogs, message boards and online content contribution and distribution sites, large-scale marketing success can be a reality even with limited media budgets to support an online campaign like this."

The much anticipated comedy I Love You, Beth Cooper hits theaters this summer on July 10, 2009 and opens with valedictorian Denis Cooverman (Rust) declaring his love for high school hottie Beth Cooper (Panettiere) during his graduation speech. Providing the same "make your feelings public" platform for the nerd-goes-for-girl-and-gets-girl movie's growing fan base, 20th Century Fox also plans to release other social and interactive features during future phases of the movie website's development.

Discover what's behind the I Love You, Beth Cooper buzz by visiting the official movie website and experiencing these innovative social media applications today at iloveyoubethcoopermovie.com. And let us know if Denis's strategy of making your feelings public works for you!

About EMG (www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

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