

EMG Launches Second Phase of 20th Century Fox's I Love You, Beth Cooper Campaign

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IRVINE, CA – Earthbound Media Group (EMG) recently launched the second round of I Love You, Beth Cooper social media initiatives for client 20th Century Fox on Tuesday, May 19th, 2009. The multifaceted web presence and social media strategy leverages popular social media platforms including Twitter, Facebook and MySpace to promote the “Moment of Truth” campaign, inviting confessors to tell all by uploading their videos on YouTube at www.youtube.com/iloveyoubethcooper for a chance to have their confessionals broadcast on national television prior to the movie's July 10th, 2009, release.

In just under two weeks post-campaign launch, EMG's online marketing campaign efforts comprised of YouTube.com homepage advertising, search engine marketing and viral marketing worked in synch to generate over 109,000+ site visits to the official I Love You, Beth Cooper movie website. The movie's corresponding official MySpace homepage takeover and YouTube pages have also generated over 26,000+ and 135,000+ site visits respectively. In addition, the I Love You, Beth Cooper “Moment of Truth” YouTube campaign was recently picked up by CNN.com in a featured news segment highlighting the latest buzz by CNN anchor Jennifer Wolfe. View the video on CNN.com at www.cnn.com/video/?/video/showbiz/2009/06/01/pkg.wolfe.th...

“Given today's economic conditions, social media marketing is both a critical and cost-effective element used to generate buzz and spread the word virally prior to a movie's release,” said EMG's Vice President of Entertainment and Senior Social Media Consultant Jayson Oertel. “Through a web 2.0 feature-filled official website and a well-rounded social media campaign involving digital PR, social networks, Twitter and blogs, EMG was able to enhance 20th Century Fox's efforts in stirring up awareness, building online buzz, driving web traffic and keeping moviegoers engaged with online promotions as they eagerly anticipate the premiere of I Love You, Beth Cooper.

Based on the popular 2007 novel of the same name by Larry Doyle, prolific writer of The Simpsons and Beavis and Butthead, the much anticipated comedy I Love You, Beth Cooper is a nerd-goes-for-and-gets-girl comedy that opens with valedictorian Denis Cooverman (Rust) declaring his love for high school hottie Beth Cooper (Panettiere) during his graduation speech. Providing the same “confessional” platform for the movie's growing fan base with 20th Century Fox's “Moment of Truth” YouTube Promotion, EMG revamped the film's official movie website www.iloveyoubethcooper.com, adding on more social media and interactive features including a Twitter tool that allows users to tweet their secret thoughts anonymously or via their personal Twitter accounts, compiling all confessions on the @ilovebethcooper Twitter profile page.

The latest round of web enhancements to www.iloveyoubethcooper.com follows the site's initial launch with the movie's Valentine's Day trailer release. The redesigned site continues to provide direct access to the I Love You, Beth Cooper trailer while offering users the ability to either share the trailer with friends on their Facebook walls or MySpace profile pages or create a custom trailer complete with personalized content overlays for sharing as well.

Learn more about I Love You, Beth Cooper by visiting the official movie website and experiencing these innovative social media applications today at www.iloveyoubethcooper.com. See if following 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.

About Twentieth Century Fox (www.foxmovies.com)

Twentieth Century Fox Film Corporation is a unit of Fox Filmed Entertainment (FFE) – both subsidiaries of News Corporation. As one of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox Atomic and Twentieth Century Fox Animation.

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