

# Christmas Tree Lighting at The Grove

Presented by  
Warner Bros. Pictures'

**FOUR**  
**CHRISTMASSES**

November 23, 2008

# The Event | Christmas Tree Lighting



# Christmas Tree Lighting | Talent



The Top Hats



Ali Landry and Family



Dancing with the Stars



Natalie Cole



Varsity Fanclub



Jon Lovitz

# Christmas Tree Lighting | Talent



Jon Lovitz & Kristin Cavallari



Santa



The Band from TV



HB Barnum & Life Choir



Straight No Chaser

# Christmas Tree Lighting | Audience



Approximately 25,000 people attended the show

# Advertising and Marketing | 22" x 28" Signage



Ten 22" x 28" signs place throughout the property for November

# Advertising and Marketing | Signage

Tent Cards at The Food Court \*Added Value



54 Pole Banners throughout the property  
in November

# Advertising and Marketing | Escalator Landing Displays



Four Christmases Standees placed on all escalator and elevator landings in November

# Advertising and Marketing | Dedicated Display Area



*Four Christmases* Photo Booth Placed In The Park for last two weekends in November

# Advertising and Marketing | Valet Promotion



	<p>XXXXXX</p> <p>XXXXXX</p> <p>VEHICLE CHECK</p>
	<p>XXXXXX</p> <p>VEHICLE LOCATION CARD</p>
	<p>XXXXXX</p> <p>KEY TAG</p>
	<p>XXXXXX</p> <p>Central Valet Parking Ticket</p>
	<p>XXXXXX</p> <p>Valet Parking Claim Check</p>

Added Value

Counter Card Display at two Valets with distribution of 14,000 Branded Valet Tickets

# Advertising and Marketing | Concierge Promotion



Counter Card at Concierge Desk \*Added Value




Counter Card & Flyers in Restrooms \*Added Value

# Advertising and Marketing | Verbal Mention from Stage



On-stage *Four Christmases* Promotion announced by famed comedian Jon Lovitz

# Advertising and Marketing | E-Marketing



Vince Vaughn

Reese Witherspoon

His father, her mother, his mother and her father all in one day.

**FOUR CHRISTMASSES**

NEW LINE CINEMA PRESENTS A WOLFGANG PETERKAS FILM  
A BIRGANDA BARBER PRODUCTION A WILD RICE PICTURE SHOW/TYPE A FILMS PRODUCTION  
VINCE VAUGHN REESE WITHERSPOON "FOUR CHRISTMASSES" ROBERT DUNN JIM CARREAN  
MARY STEENBERGEN DAUGHTER TONYA TIM MCGRAW KRISTIN CROSWORTH with JON VOIGHT  
and DUSTY SPRUELL \*\*\*CASTING BY AILEY WYMAN \*\*\*COSTUME DESIGNER JOHN Y. BREN  
\*\*\*PRODUCTION DESIGNER BRUCE BRIDGES \*\*\*EXECUTIVE PRODUCERS JEFFREY KRAMALL AND JACQUES-PIERRE HULLON  
\*\*\*PRODUCED BY TONY SANDERSON MICHAEL DUCKER RICHARD BREWER BARB KAMPHAN GUY WHEELER  
\*\*\*WRITTEN BY ANNE R. ALLAN & CALEB WILSON \*\*\*SCREENPLAY BY ANNE R. ALLAN & CALEB WILSON  
AND JON VUCKICH & SCOTT WEDDING \*\*\*DIRECTED BY SEAN COUDON

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www.fourchristmases.com

THE GROVE

### THE "FOUR CHRISTMASSES" FAMILY CHALLENGE!

The Grove, KOST 103.5 FM and New Line Cinema are looking for the BEST gift wrapping family! Join us at the Christmas Tree at The Grove this Friday, November 28 at 1pm to compete.

Four families will be picked at random to compete. The family that does the best gift wrapping will win the Grand Prize consisting of: a Xbox console, a Xbox Live Point Card, a Xbox Live 1-year subscription card, the Hasbro game "Taboo", a DVD copy of *A Christmas Story*, and a Warner Bros. Studio Tour for four. Total value of the Grand Prize is \$575.

Each competing family will receive a \$75 gift card from The Grove. *Four Christmases* goodies will also be distributed to the crowd (while supplies last).

For directions to The Grove, [click here](#).

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Email Blast sent to Loyalty Rewards Members promoting Publicity Stunt \*Added Value

# Advertising and Marketing | Promotional Event



Setup for *Four Christmases*  
Promotional Event in Town Square

Stage in Town Square  
For *Four Christmases* Event



A *Four Christmases* Publicity Stunt was promoted and attended by KOST 103.5 and engaged Guests for more than an hour on “Black Friday”, November 28, the busiest shopping day of the year. **\*Added Value**

# Advertising and Marketing | Promotional Event



# Advertising & Marketing | Promotional Print Advertising



Publication	Date of Issue	Details	Advertisement Size
Beverly Hills Courier	Thurs. Nov 20		Quarter Page
UCLA Daily Bruin	Thurs. Nov 20		Quarter Page
LA Times	Wed. Nov 19	Food section, half page	Half Page
LA Times	Thurs. Nov 20	Calendar section, half page	Half Page
LA Times	Friday Nov 21	California section	Full Page

## Print Schedule

# Advertising and Marketing | Promotional Signage



Logo Inclusion on 22" x 28" signs & Cross Street Banner

# Advertising and Marketing | Promotional Signage



“Thank you to our Sponsors” placed on property day of event



# Public Relations | Press

- Issued a Tree Lighting Show press release

## BROADCAST MEDIA

- KABC
- CBS
- E! News
- KNBC
- KTLA
- FOX 11
- KCOP 13
- TELE Noticiero 52
- KVEA
- Look to the Stars
- KNX Radio

## PRINT MEDIA

- All Access Photo Agency
- Corbis
- Freelancer Magazine
- Hollywood Today
- In Touch Weekly
- Los Angeles Times
- Most Wanted Pictures
- MRP Syndications
- Sports Seoul
- WENN
- WireImage

## INTERACTIVE MEDIA

- E! Online
- IFashion Network
- The PopRepublic.com

# Christmas Tree Lighting | Audience

