

MARKETING IDEAS for Exit Strategy

- 1) In the film, the lead character channel surfs a lot. Mister Rogers and Peanuts are seen and /or their books are read from. Ties to these could be used as a promotional tool.
- 2) While channel surfing, the lead character frequently lands on several Bible teaches, i.e. Joyce Meyer, Beth Moore, Jesse Duplantis, TD Jakes, Andy Stanley, Joel Osteen, as well as other offerings, i.e. The Foodwork, Dr. Oz, Dr. Phil, etc. where we hear a one liner or two. All of these have websites and could help promote the fact that they are in a film.
- 3) The car the lead character drives could be cross-promotionalized. Outdoor equipment- kayak, scuba, hats, etc.
- 4) The lead character promotes a new book, titled Live Your Best Life. A real book could be written and promoted along with the film, ala tips, interviews, wisdom, from a variety of subjects offering life strategies/advice for living a full, productive and rewarding life.
- 5) Kite flying takes place. Bike riding takes place. Branding specific merchandise would be an option.
- 6) Scene in a Pet Store can be cross-promotionalized.
- 7) Involving women's ministry i.e. Women of Faith tour to get the word out. The screenplay writer is an author/ speaker.
- 8) Soundtrack songs are completed. Radio promotion of singles and music videos is another layer of marketing. Jerry Lembo, a leading independent radio promoter, is committed to help song-cast the soundtrack and promote the singles.