

From the MARKETING GUIDE for ROSALIE GOES SHOPPING:

HARD NEWS: THE HOOK

Earlier in this guide it was suggested that the regular news people, and not just the film critics, be invited to screenings. The reason for this is many people find the subject matter an all too real reflection of what is happening in America today. The Orange County Register, p.e. essentially asks this question: "Are you a Rosalie Greenspace too?"

PROMOTIONS

SHOPPING CENTER PROMOTION:

Have a shopping center or store proclaim and advertise a ROSALIE GOES SHOPPING day. Shopping bags, lists and postcards can be handed out to patrons of the store/mall, posters for the movie can be put up and the whole thing can be advertised with the radio promotion.

COMPETITIONS:

If you are able to tie in a large store and a/or radio station then you can try a Marianne Sägebrecht "look-alike" competition. Have the radio station advertise it and the store host it. Get a panel of Judges, possibly local film critics or celebrities, judge the entrants. Whichever one looks the most like Ms Sägebrecht wins a shopping spree donated by the store.