

# Insane PR Stunts for Movies



In any given year, there are more than 500 movies released in Hollywood alone. Films are an integral part of our life, and economy of course. But with so many movies being released each year, **how can one possibly predict which movie is going to take home the biggest sack of cash?**

Widespread belief dictates that film industries reserve accolades for the art-house, surreal movies, while money is mostly harnessed by the star-spangling, CGI-boasting, cleavage-featuring ones. Even then, it's hard for a producer to know if their one chick-flick is going to outdo the rest of the chick-flicks being released in the same season.

**Marketing teams have to be smarter now to make sure that their films get more attention than the others.** In this pursuit to draw more attention towards their productions, teams of various movies have brought out some **impressive marketing stunts.** Viral videos of atmospheres recreated from movies in the real world seem to be the newest thing.

“Devil's Due” was **promoted** by letting loose a very realistic humanoid robot on the streets of New York. On a remote controlled stroller, this baby sprang up to life, crying, howling, vomiting, making inappropriate hand gestures to innocent bystanders. Needless to say, this terrifying trick did wonders and was turned into a video that went viral.

Something similar was done for the remake of “Carrie”, where a scene was set up in a restaurant with the help of actors and mechanical tricks to make regular customers and passers-by believe that a girl was telekinetic and having a mental breakdown. Objects flew and crashed into walls to the angry wails of a freaked out woman, people fled for their lives, and all of it made a video that conquered the internet.

**Such successfully accomplished creative undertakings got me thinking: what would we do for PR stunts?**

# Publicity Stunt Project

1. Using a movie of your choice (Oscar winner, re-release of a classic, independent film, action, Superhero, B-grade movies, documentary, etc), create a publicity stunt for it. The only test of success will be if it generates significant media exposure.
2. Present your ideas to the board of directors (class), who will then “vote” for one presentation/publicity stunt. The group with the most votes wins the grand prize (TBA).

## Related Video Links:

“Devil’s Due” Movie Promotion:

<https://www.youtube.com/watch?v=rA3Ww0XDvDQ>

“Carrie” Movie Promotion:

[https://www.youtube.com/watch?v=VlOxlSOr3\\_M](https://www.youtube.com/watch?v=VlOxlSOr3_M)