

# Digital & Social Media Marketing in SEM

## Space Jam Edition

**Directions:** While watching the Space Jam Movie, complete questions #1-6. After the movie research questions #7-14 to learn more about how Space Jam 1 and 2 differed in Marketing aspects. Be detailed in your answers by writing them in complete sentences and including examples when able.

1. **Original Space Jam:** How is Michael Jordan's image used throughout the film? (Think product placement, endorsements, etc.)

2. What brand partnerships are evident? (Think Nike, McDonald's, etc.) Identify and analyze the major brand partnerships with the film. How did these partnerships contribute to the movie's success?

3. How did the film leverage the Looney Tunes characters for marketing?

4. Discuss the heavy reliance on traditional marketing methods (TV commercials, billboards, print ads) for "Space Jam."

5. Analyze the effectiveness of the traditional marketing methods that were used when the movie was originally released, how would those methods have reached the target audience.

6. Research the "[Space Jam](#)" website from 1996 (if archived). Discuss its design and content. How did it compare to modern websites?



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7. **Comparing to Space Jam- "A New Legacy" (2021):** Compare and contrast the marketing strategies used for "Space Jam" (1996) and "Space Jam: A New Legacy" (2021).

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8. Discuss how digital marketing and social media have transformed the way movies are promoted.

9. Compare and contrast the marketing strategies used for "Space Jam" (1996) and "Space Jam: A New Legacy" (2021).

10. Discuss how digital marketing and social media have transformed the way movies are promoted.

11. Social Media Campaigns: Research the actual social media campaigns used to promote "Space Jam: A New Legacy." What platforms were used? What types of content were created? How effective were they?

12. Influencer Marketing: How did LeBron James's social media presence and influence contribute to the movie's marketing? Discuss the power of athlete influencers in promoting products.





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13. Discuss how LeBron James's personal brand is portrayed in the film. How does it align with his real-life image?

14. Compared to the original movie, why would Space Jam a New Legacy be considered a flop? Does the marketing campaign the movie had contribute to this flop (Why or Why not)?

#### ● Creating a Digital Marketing Campaign:

- **Project:** Imagine you are tasked with creating a digital marketing campaign for a hypothetical "Space Jam 3" movie, and you can choose who the famous athlete in the movie is.
- **Tasks:**
  - Develop a social media strategy, including platform selection and content ideas.
  - Create a mock digital/social media marketing plan that includes: Your goals/objectives for the marketing, and has social media content that you created that could include any of the following social media content types: images, Links to External Content, Videos/Video Stories, Infographics, Posters/ Flyers, Contests.
- **Directions:** For this project, you'll design a mini digital marketing campaign for a fictional 'Space Jam 3' movie, starring an athlete of your choice. Create a social media plan with goals, content ideas, and examples of posts like images, videos, or contests to promote your movie. The rubric for this assignment can be viewed [here](#).

#### Create your Social Media Marketing Plan Below:

1. Who are the main characters of this new movie?

(Who is the famous athlete featured in the movie, and which looney tune characters are in the movie?)





2. What ideas do you have to create promotional social media content?

(What platform do you want to use, what type of content are you going to create?)

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3. Who are the customers/your target audience for the new social media content you are creating?

(Is it individuals who used to love space jam, younger individuals who like sports, etc.)

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4. What is the goal of your social media content to promote a 3rd Space Jam movie?

(What do you want to achieve from this Digital Marketing?)

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5. Create your social media content and paste a link to the finished product in the box below.