

NWAVE PRESENTS

FOR DOG'S SAKE!

THE QUEEN'S Corgi!

GUIDELINE BOOK



nwave
pictures

wallimage

A ROYAL ADVENTURE BY
BEN STASSEN & VINCENT KESTELOOT

2019 IN 3D

CHARLES

UPCOMING EUROPEAN RELEASES



ROYAL Corgi!



France release date: APRIL 10th 2019



THE QUEEN'S Corgi!



UK release date: JULY 5th 2019

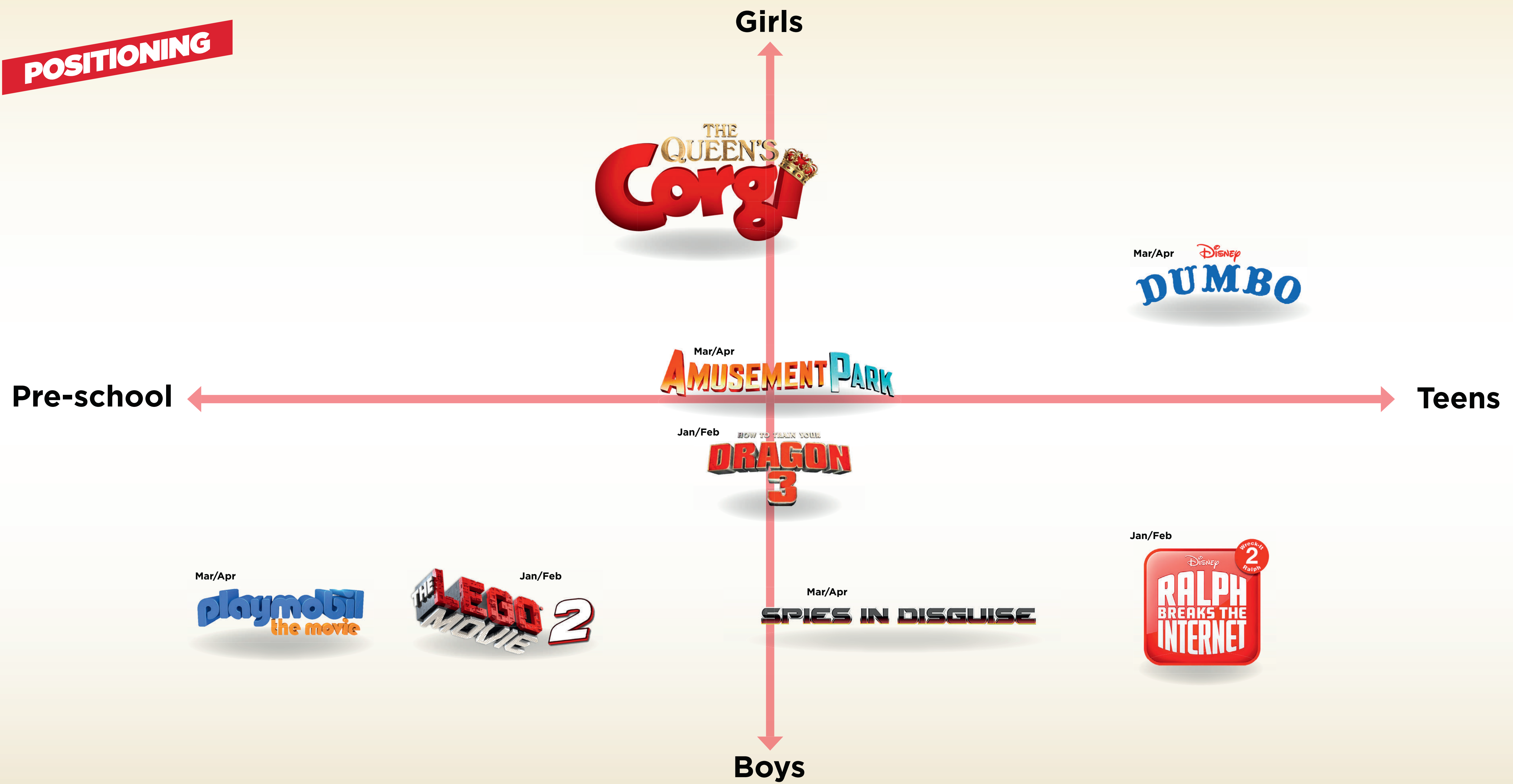
LIONSGATE™

Lionsgate has launched its digital marketing campaign on October 12nd 2018

POSITIONING



POSITIONING



1

BE THE NUMBER ONE CHOICE FOR GIRLS

2

FOCUS ON KEY ELEMENTS OF DIFFERENTIATION

CUTE ANIMALS
TRADITIONAL EUROPEAN VALUES & CULTURE
COMEDY - BRITISH HUMOUR
FAMILY ADVENTURE

POSITIONING

BRAND



LOCALIZE THE TITLE - BUILD THE CORGI BRAND

MARKETING MATERIALS



**MARKETING
MATERIALS**

AVAILABLE ARTWORK - TEASER (B2C)



- 70 x 100 Poster
- 100 x 130 Poster
- 120 x 160 Poster

**MARKETING
MATERIALS**

AVAILABLE ARTWORK - QUEEN (B2C)



- 120 x 160 Poster
-  Instagram &  twitter GIF

MARKETING MATERIALS

AVAILABLE ARTWORK - GUARD (B2C)

- 120 x 160 Poster
- Standee



STANDEE

**MARKETING
MATERIALS**

AVAILABLE ARTWORK - FAMILY PORTRAIT (B2C)



• 120 x 160 Poster



- 120 x 160 Poster

AVAILABLE ARTWORK - WORLD CUP (B2C)



- 120 x 160 Poster



- 120 x 160 Poster



- 120 x 160 Poster

**MARKETING
MATERIALS**

AVAILABLE ARTWORK - ROCKY (B2C)



• 120 x 160 Poster

AVAILABLE ARTWORK - TEAM SHELTER (B2C)



• 120 x 160 Poster



- 120 x 160 Poster

BUCKINGHAM - STANDEE (B2C)



MUSIC



**TWO COVER VERSIONS OF THE SONGS
“THE WANDERER” AND “PUPPY LOVE”
BY RAMIN DJAWADI,
ARE AVAILABLE.
(B2C)**

RAMIN DJAWADI



TWO TITLES: **“THE WANDERER”** and **“PUPPY LOVE”**

Four-time Emmy and two-time Grammy Award nominated, Ramin Djawadi is an acclaimed composer, well known for his elegant film and television scores for **Game of Thrones**, **Westworld**, **Iron Man**, **Clash of the Titans** and **A Wrinkle In Time**. He frequently collaborates with directors and producers such as J.J Abrams. He has most notably worked on **Game of Thrones’s “Main Title Theme”**, which has become essential to the show’s identity.

 Spotify **Over 2 millions monthly listeners**

 **Over 4 millions views**

 Instagram **123k**

 **46,4k followers**

 **82k followers**

LOCALIZATION



LOCALIZATION

ARTWORK

**WHEN ADAPTING, "CORGI" MUST APPEAR IN YOUR LOCALIZED TITLE, IN ORDER
TO ESTABLISH THE CORGI BRAND AND TO FORESEE A POTENTIAL SEQUEL**



LOCALIZATION

MUSIC & EVENTS

- Please note that only the song **"Puppy Love"** can be dubbed. The song **"The Wanderer"** can't be dubbed for publishing matters.
- You can adapt the music and the voices of **"Puppy Love"** with top local talents. You can also choose to keep all the songs in their original versions with english voices.
- Create your own promotional local events



LOCALIZATION

DIGITAL CAMPAIGN

**AS THE MOVIE WILL HAVE DIFFERENT TITLES AROUND THE WORLD
PLEASE USE ON SOCIAL MEDIAS THE HASHTAGS **#NWAVE** AND **#CORGI**.
THE CENTRAL WORD MUST ALWAYS BE « **CORGI** ».**

COPYRIGHTS & LICENCES

THE REGISTERED TRADEMARK ® MUST BE PRESENT ON THE QUEEN'S CORGI LOGO USING THE SYMBOL ® ON ALL PRODUCTS, PACKAGING, DISPLAY AND COMMUNICATIONS. © 2019 NWAWE



AVAILABILITIES		DETAILS	USE
Print Material			
TEASER POSTER	Available now	70 x 100 Poster - 100 x 130 Poster - 120 x 160 Poster	B2C
QUEEN POSTER	Available now	120 x 160 Poster - Instagram & Twitter GIF	B2C
GUARD POSTER	Available now	120 x 160 Poster - Standee	B2C
FAMILY PORTRAIT POSTER	Available now	160 x 160 Poster	B2C
HARRY'S WEDDING POSTER	Available now	160 x 160 Poster	B2C
WORLD CUP POSTER	Available now	160 x 160 Poster	B2C
CHAMPION'S LEAGUE POSTER	Available now	160 x 160 Poster	B2C
BUCKINGHAM STANDEE	Available now		B2C
POSINGS	Available now		B2C
SPECIAL CHRISTMAS POSTER	Available now	120 x 160 Poster	B2C
ROCKY POSTER	Available now	120 x 160 Poster	B2C
TEAM SHELTER POSTER	Available now	160 x 160 Poster	B2C
TEAM BUCKINGHAM POSTER	Available now	160 x 160 Poster	B2C
SQUARE FORMAT CREATIONS	Available now	In 4K & PSD	B2C
MAIN POSTER	Available now		B2C
IN-THEATER MARKETING MATERIALS	Available now		B2C
PRESS KIT	Soon Available		B2C
Video Material			
MOODREEL	Available now		B2B
SHOWREEL	Available now		B2B
TEASER	Available now		B2C
QUICKTIME	Available now	Animation & Dialogues	B2C
B2B PROMOREEL	Available now		B2B
"PUPPY" TEASER	Available now		B2C
"SWITCH OFF YOUR PHONE" (THEATRICAL CLIP)	Available now		B2C
COUNTDOWN VIDEOS	Available now		B2C
FINAL TRAILER	Available now	1 trailer 120' & 1 trailer 90'	B2C
LIVING POSTER	Available now		B2C
Original Music			
THE WANDERER (RAMIN DJAWADI)	Available now	Can't be dubbed	B2C
PUPPY LOVE (RAMIN DJAWADI)	Soon Available	Can be dubbed	B2C
Digital			
STILLS	Available now		B2C
GIFS	Available now		B2B

CONTACTS

**PLEASE KINDLY SEND US YOUR RELEASE PLANS, P&A AND ARTWORK AS SOON AS POSSIBLE TO :
JEAN-FÉLIX DEALBERTO (JEANFELIX@CHARADES.EU) AND MATHILDE MARTIN (MATHILDE@CHARADES.EU)
WE REMAIN AT YOUR DISPOSAL SHOULD YOU NEED ANY FURTHER INFORMATION.**

