



Team Philagape's Marketing Campaign in ProjectTwenty1 2011!

We at Philagape Productions wish to share our story of success with marketing our newest motion picture *The Ruby Runs Red* for the 2011 Project Twenty1 Film and Animation Festival. From our official websites to contests of the most "Dapper" variety, this is our most elaborate marketing campaign to date. Here are some highlights:

I. Official Website, Facebook and Twitter

- www.therubyrunsred.com
- www.facebook.com/therubyrunsred
- www.twitter.com/therubyrunsred

II. Official Movie Poster

III. Official Soundtrack to *The Ruby Runs Red*

Original music composed by Josh Mackie and John Ricci. Entire soundtrack can be downloaded here: <http://coveredinwool.bandcamp.com/album/the-ruby-runs-red-soundtrack>

IV. Official Merchandise Website (Zazzle.com/therubyrunsred)

Items Include:

- Mugs
- Ties
- Movie Posters
- Buttons
- T-Shirts
- Ornaments

- V. **Collectible Character Cards from *The Ruby Runs Red* (8 in all)**
- VI. **Playbill of *The Ruby Runs Red***
- VII. **Video Interviews of the Cast and Production Crew of *The Ruby Runs Red* found at our official YouTube site: www.youtube.com/ebchrispy**
- VIII. **Contests**
- Giveaways of Mugs, Buttons
 - Most Dapper Contest
 - Sponsorship of Most Dapper Contest by the Following:
 - Scarlet Fiorella
 - Astro Vintage
 - All Star Quality Entertainment
- IX. **Most Dapper Contest:** In celebration of Philagape’s newest motion picture *The Ruby Runs Red*, we have gone all out to showcase the very best in fashion with our newest contest. “The Most Dapper Dame & Dude Contest” showcases contestants in their “Dapper” best. Contestants will be posting their photos onto our Facebook Page, dressed in the style of our film. The winners will be picked by Ms. Scarlet Fiorella herself. Among the prizes to be won is a beautiful purse from Scarlet Fiorella’s boutique valued at \$86. Astro Vintage is offering two \$30 gift certificates, one to each contestant who wins the look for most appropriate style based on our film’s theme and style.
- X. **Silent Auction:** In addition to the “Most Dapper Dame & Dude” Contest, we are holding silent auctions on our Official Facebook Page throughout the Project Twenty1 Event into the next week. Items featured are DJ Services from All Star Quality Entertainment, valued at \$500, a Demo Reel created by our own Executive Producer Chris Pierdomenico, a chance to become an Internet celebrity with a Youtube Comedy Sketch on Numa Network, a signed poster by the Cast and Production Crew of *The Ruby Runs Red* and last but certainly not least, for the first time in Philagape history, the sale of David Pierdomenico’ Soul!

