

brand integration

Project | BLOOD RIVER

Category: Film

Objective: To secure products for the film that would save on budget expenses while providing cross-promotional opportunities. These cross-promotional opportunities would be realized through integration in the film, implementation into corporate print marketing campaigns and editorial placements, and event sponsorship.



Pictured above: From the cast, football legend Bubba Smith



Brand: LEICA

Leica Camera USA featured the D-Lux camera through integration with the lead character portrayed by Shadrack Anderson, who also helmed the project as writer and director. Anderson's character happened to be a camera aficionado, and Leica's unparalleled reputation amongst camera experts solidified the character's affinity for photography. Not only was Leica prominently placed with the lead in the film, but the camera also accompanied the actor/director in TV interviews as well as arrival photos for the film's official wrap party in Hollywood, CA. Additionally, Leica served as one of the wrap party's sponsors.



Brand: BORN SHOES

With a cache of cool, Born Shoes placed on the young members of the assemble cast reinforced that those characters were hip, stylish, and typical college students.



Brand: VABENE WATCHES

As a luxury brand, VaBene Watches have recently been featured as must-have items in magazines including LA CONFIDENTIAL, DETAILS, MEN'S VOGUE, and LUCKY. The brand was featured on key characters who's personalities were prone to splurging on posh fashions.



Brand: FORD MOTOR COMPANY

The automotive staple provided a necessary vehicle that was integral to the plot, and was, therefore, featured in a climatic scene