

greenroom@ momentum unleashes *Lesbian Vampire Killers* online



Digital marketing agency greenroom@momentum have unleashed an online campaign for Momentum Pictures' latest film, British vampire comedy *Lesbian Vampire Killers* (starring James Corden and Mathew Horne), featuring a website, social media activity, online advertising and online PR.

For the film launch of *Lesbian Vampire Killers* on March 20th greenroom@momentum have developed a content rich website featuring trailers, behind the scenes footage and downloads. The site supports the film's social networking pages and feeds across Twitter, Facebook, Bebo and MySpace to ensure fans can access content in their own online spaces.

In addition to the site and its social media offering, greenroom@momentum has also developed a 'Lesbian Lapdance Widget', an online media advertising campaign alongside Target Digital, and implemented both online PR (to lifestyle, film and horror sites) and content syndication.

The online campaign was devised to engage the audience in a fun, sexy and humorous way, and all of the digital communications reflect the 'comic book' nature of the film.

Stefan Shaw, Creative Director at greenroom@momentum said: "We're really excited about this film and wanted to ensure that we touched the audience in the spaces that they already inhabit by making the site content rich with portable assets, our aim was to create a space that was the perfect companion experience to the film – after all, you can't really say no to your own Lesbian Vampire Lapdance can you?"

Susie Bayes, Marketing Manager at Momentum Pictures said: "greenroom@momentum have helped us fulfil our strategy of creating a truly engaging digital campaign for the theatrical launch of *Lesbian Vampire Killers*. Together we've created a campaign that has high impact and inspire conversations as well as giving a fun taster of the film."



Editor's Notes

Lesbian Vampire Killers

In cinemas March 20

Two no hopers. One cursed village. A bus full of female foreign students and an army of salacious lesbian vampires. It's gonna be one hell of a night!

One recently dumped, the other jobless, Fletch (James Corden) and Jimmy (Mathew Horne) decide to escape their problems and head to the country for a weekend of hiking, beer and local ladies. But things go beyond their wildest imagination as they find themselves holed up in a remote village - populated by gorgeous women cursed by a legendary lesbian vampire Queen...

Caught somewhere between their fantasies and nightmares, the boys have just one night to rise to the challenge of becoming Lesbian Vampire Killers!

greenroom@momentum

greenroom@momentum is an award winning digital agency that was acquired in April 2008 by momentum worldwide. With its heritage built in the entertainment industry, greenroom@momentum has a strong focus in storytelling, creativity and content creation.

Awards include Best Digital Agency 2005 (The Imperatives), Outstanding Achievement Award in 2007 (IMA), Supplier/Agency of the Year 2008 (British Video Association Awards), Marketing/PR Agency of Year 2008 (Home Entertainment Week awards).

Services include social media strategy, online communications, media relations and digital promotions. greenroom@momentum's creative offering includes everything from website design and build, viral video production and online advertising.

Clients include:

- 20th Century Fox
- Pathé
- Optimum Releasing
- Lionsgate Films
- Paramount Pictures
- Sony PlayStation
- Sony Pictures Home Entertainment
- Momentum Pictures
- MTV
- Nestle
- Coca-cola
- Codemasters

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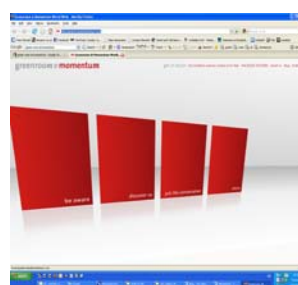
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