



**Who for:** Paramount Pictures

**What for:** We crafted a series of themed prizes to celebrate the release of the latest horror sensation, Smile II. These prizes were designed for the exhibitor team to distribute to their cinema partners, such as Odeon and Cineworld, to boost the film’s promotion across cinemas in the UK and Ireland.

**What we did:**

**We curated an array of spine-chilling prizes to celebrate the autumn release of the latest horror blockbuster.**

Our selection catered to various budgets, allowing Paramount to offer enticing options to their cinema partners. From thrilling UK fright night experiences to eerie trips to Paris, we had something for every horror enthusiast. Nearly every cinema chain in the UK embraced the package, and the film shattered the first installment’s box office record!

The feedback from the lucky horror fans who won the prizes was nothing short of fantastic.



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