



Thank you for the incredible support you gave *THE SAPPHIRES* and *KATH & KIMDERELLA* in your cinemas. We know Australians love seeing great local stories on the big screen.

To continue this buzz and help to create awareness for upcoming films, Screen Australia has launched an exciting social media initiative called **ARE YOU BUFF ENOUGH?** It's designed to engage audiences and build a nationwide online community of film fans.

Our campaign invites moviegoers to prove how 'BUFF' they are by taking the ultimate film trivia challenge, and we're looking for your support to help this campaign reach audiences all over the country. Simply encourage your patrons and staff to download the **FREE APP**, available across multiple platforms – iPhone, Android, Facebook and online. The more they play the more status points they'll earn doing our daily quiz, challenging friends, logging past films they've seen, writing reviews and watching and sharing trailers. Awesome prizes are up for grabs too!

Download here:



We know millions of Aussie filmgoers use Facebook to discuss and recommend films and this tool will become a channel to harness online word of mouth for our films and ultimately drive patrons into your cinemas.

To encourage engagement at a local level we've included a 'NEARBY' leaderboard to see how players rate against others in your area. We've also built a map function with a local cinema finder to help patrons find your location and link directly to your website.

To launch this initiative we've developed a comprehensive campaign that includes an in-cinema spot, print and digital advertising, with a national PR and social media boost. For a sneak peek of the 20-second spot visit the [BUFF ENOUGH YouTube channel](#).

**HOW YOU CAN HELP**

Lend your support to this initiative by promoting *ARE YOU BUFF ENOUGH?* in your cinemas and through your communication channels. We'd be thrilled if you:

- Download the APP and start playing
- Like US on facebook [www.facebook.com/buffenough](http://www.facebook.com/buffenough)

- Encourage staff and patrons to play
- Promote *ARE YOU BUFF ENOUGH?* in your cinemas.

To make it easy we've created a pack of marketing assets that include:

- A4 colour flyer to display in your box office or notice boards
- Animated online ads for your website (250 x 300 px)
- Images for your mail-outs and e-newsletters
- *ARE YOU BUFF ENOUGH?* coasters for your bar areas.

Please visit [www.screenaustralia.gov.au/marketing/rube.aspx](http://www.screenaustralia.gov.au/marketing/rube.aspx) to access the above marketing materials. To order coasters for your location please contact Erin Coogan on [erin.coogan@screenaustralia.gov.au](mailto:erin.coogan@screenaustralia.gov.au)

If your marketing team is savvy with social media please tweet and post on Facebook. Here is a sample post:

Are you Australia's biggest film buff? Take the @Buff Enough trivia challenge today and prove it. It's free to download and you can win great prizes. Check out – [buffenough.com.au](http://buffenough.com.au) for more info!

Thanks for your support – Game On!

Screen Australia Marketing team



**[www.buffenough.com.au](http://www.buffenough.com.au)**