

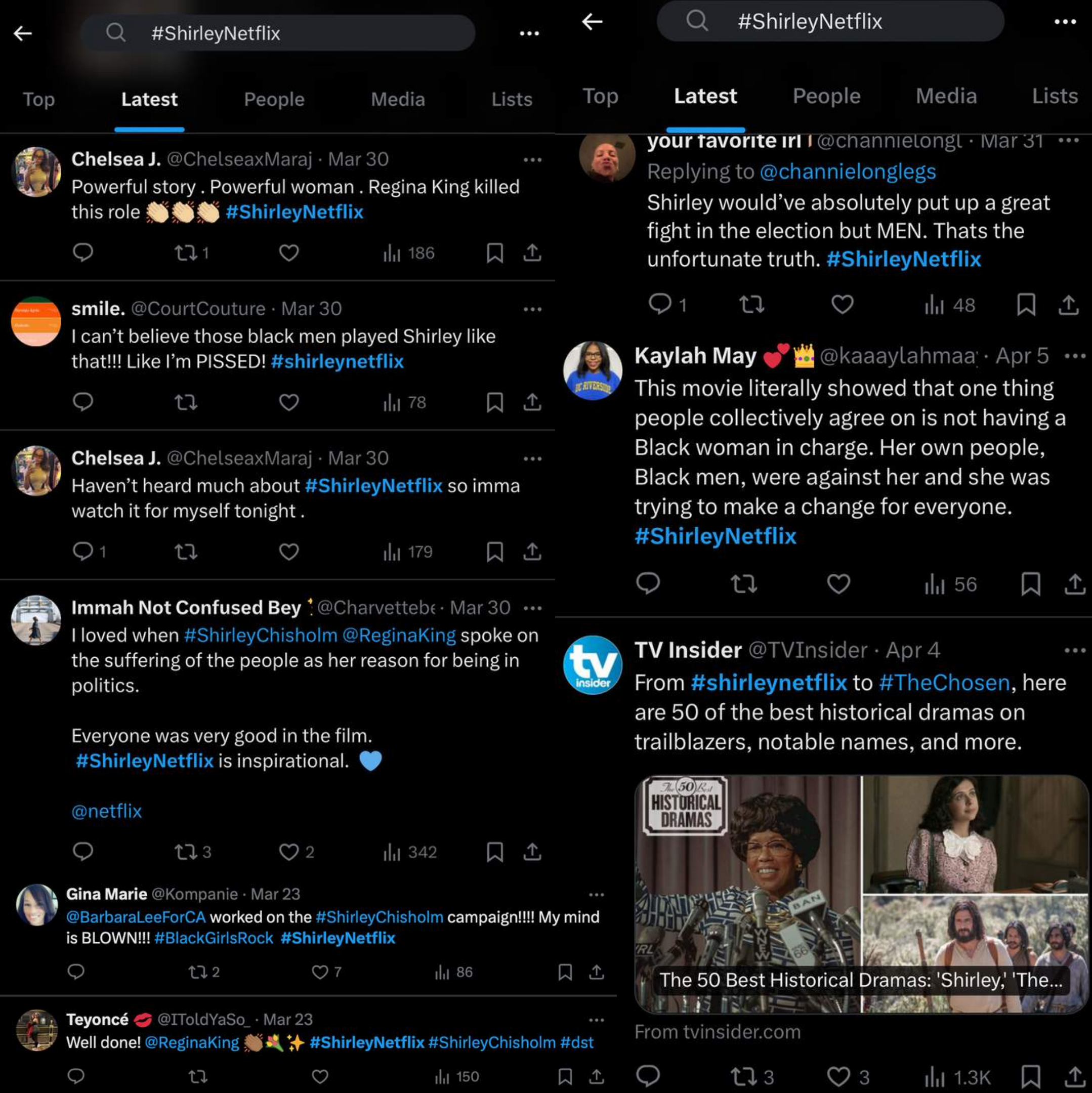
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SHIRLEY

**Marketing Strategies
by Zon D'Amour**



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Overview

According to Participant Media, “Shirley” was a top film in seven countries and with a 72% Audience Score on Rotten Tomatoes, the overall reception for “Shirley” was positive.

However, the social media engagement around the film via Twitter and TikTok was less engaging. Many tweets and TikTok film reviews using hashtag #ShirleyNetflix **received less than 100 views.**

Outside of the traditional press screenings and cast interviews, there appeared to be few out of the box, experiential activations to promote the film or **provide context for a younger audiences** around Chisholm’s importance and robust legacy.

The following ideas could have **complemented the marketing campaign** with the goal of increasing social media engagement and the film’s visibility.



Objectives

Create awareness for a historic political figure whose legacy is lesser known.

Produce activations that are in alignment with causes that Chisholm advocated for particularly minority education. By targeting Gen Z and Millennials in schools, through fashion and a partnership with the most recognizable fast food chain in the world, the film will introduce Chisholm to a new audience and reconnect her to Boomers who live through her political campaign.

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Shirley In The Schools

Black History Month in Elementary and Middle school is many people's first introduction to prominent figures such as Martin Luther King Jr. Harriet Tubman, Rosa Parks etc. Students are often tasked with creating reports about these notable figures. Present students with an opportunity to be introduced to Shirley Chisholm.

The Activation:

Commission a Black artist to **create Shirley Chisholm coloring books** with age appropriate facts for students. Alternatively, **amplify** one of the ten plus **authors who have published children's books about Chisholm.**

Partner with school districts to distribute the books nationally in February and March. Also collaborate with PBS and local libraries to create a website for the film where the children's book and coloring book can be accessed digitally.



Shirley In The Schools *Cont'd*

The Activation:

For the high school and college students, partner with schools to incorporate Chisholm's books, *Unbought and Unbossed* and *The Good Fight* as required reading for the semester.

In conjunction with the Shirley Chisholm Cultural Institute and the Shirley Chisholm Education Foundation **present scholarships to students who have interest in careers in politics.**

Priority could be given to students who major sociology and minor in Spanish, like Chisholm. Scholarships can also be provided to students who pursue degrees in education as Chisholm received her Masters degree in elementary education.



Voter Education

You're Registered To Vote, Now What?

“Who Is Shirley?” Quiz Series

One of the more complex aspects of the film was how candidates went about earning and releasing delegates.

It was a pivotal moment to consider:

Do you really understand how elections work?

The Activation:

Collaborate with collegiate leaders in student government to create content **quizzing students on their election**

knowledge. For ex: What are delegates?

What is Super Tuesday? What's a “Favorite Son?”

When can Representatives release their delegates?

Winners would receive prizes that would help to **amplify the word of mouth marketing and allow people to be**

walking billboards for the film by receiving “Shirley”

merch including: T-Shirts with the film's tagline

“Fierce. Fearless. First.” tote bags, notebooks, etc.

The “Shirley Shake”

Shirley loved McDonald’s and is seen drinking strawberry shakes throughout the film.

The Activation:

Partner with McDonald’s to amplify the film “Shirley” in addition to encouraging voting in the Primary Elections which took place March.

Action Items:

-Commission artists to design commemorative “Shirley” cups with her image and tagline that will be used in McDonald’s nationally during Women’s History Month

-Offer small **Strawberry “Shirley” Shakes for \$1.72**

(Combining the dollar menu and the year of the historic election)

The shake can be upgraded from a small to a medium for the same price **on election day when the customer shows their ‘I Voted’ Sticker.**

-With the date for primaries varying by state, additional amplification could come from **local radio stations broadcasting from McDonald's on March 15th and/or the 21st for the film’s theatrical and Netflix release dates.** These would be opportunities to capture content for social media as radio personalities can engage customers with the aforementioned quiz and they’ll be incentivized to participate to win nominal gift cards as well as the limited edition merch from the film.





Fierce. Fearless. Fashionable.

Museum Exhibit

With her vibrant colors, and bold, geometric prints, Shirley Chisholm's fashions were iconic. A creative way to introduce Shirley to a broader and younger demographic is through fashion.

The Activation

-Establish a grant competition for students studying fashion design with the challenge being the creation of a '70s outfit inspired by what Shirley would wear on the campaign trail.

-Curate fashion exhibits with costumes from the film at museums throughout the nation including CAAM (California African American Museum) in Los Angeles, The National Museum of African American History and Culture in Washington, DC and the Brooklyn Museum in New York. The museum tour would also include a **Q&A Series with "Shirley" Costume Designer, Megan "Bijou" Coates.**



About Zon D'Amour

Insight On My Marketing Strategies

Having interviewed hundreds of actors, directors, producers and writers over my decade as an entertainment journalist, I've found that the messaging of a tv show or film is often lost in translation with the marketing campaign. My approach to Marketing is to **Resonate, Educate and Amplify.**

Resonate: Find the most relevant themes of the tv show or film that audiences would engage with.

Educate: Whenever possible, find ways to incorporate students into campaigns by creating teachable and memorable moments that will fuel word of mouth and social media marketing.

Amplify: Make experiences assessible to more than press and influencers by producing activations in "third spaces" like museums and cafes to engage with a broader audience.

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