



# Dark Jedi Brotherhood: Advertising Campaign



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## Campaign Objective:

Launch a strategic assault on the Internet in order to bring the Dark Jedi Brotherhood to the forefront of online interactive clubs through means of viral videos, a web-commercial video, and a focus on other online role-playing, gaming, and science-fiction communities.

# Campaign Challenges

## *Identify:*

- What is so **special** about the Dark Jedi Brotherhood?
- Who do we **target**?
- How do we **reach** our targets?
- How do we **create** content to entice potential members?
- How do we **execute** these solutions?

# Assessing The Situation

The game has changed. With the advent of YouTube, a world of user-created content and a sense of empowerment has been handed to those who typically sat idle behind their computer screens. They are now given the power to create, communicate, share, and collaborate in ways they have never seen before. The Dark Jedi Brotherhood has been slowly adapting to these new technologies:

- \* **WhatsApp Messenger** - For international, instantaneous messaging that allows members to stay connected no matter what time zone or what work schedule they have.
- \* **Google + Hangouts:** Moving away from the conventional Skype, the Brotherhood has taken advantage of Google +'s 9 person allowance of video conferencing. Through this, relationships have been built and communication has moved beyond text for our club.
- \* **IRC** - Despite being designed in 1988, the Internet Relay Chat platform serves as a universal hub for communication. No matter how good your computer is, how fast or slow your internet is, or what your knowledge of computers rates at, anyone can get on IRC and start communicating with friends and unit-mates.

While these are great steps for our existing membership base, they are not doing enough to help bring in new membership. What this does tell us, however, is that the Dark Jedi Brotherhood is more than just a Star Wars club. It's an online community of friends that share multiple passions in common.

In playing to those strengths, our first course of action is to target other online communities. The strongest efforts should be focused on science fiction organizations, specifically ones that are restricted to a limited space such as Message Boards/Forums. These clubs are filled with people just like us who have a passion for creating and writing characters. They come up with names, back stories, and find pictures on Google to serve as their character images.

# Goals

Our goal, then, is to show them what's so great about the Dark Jedi Brotherhood. To do this, we identify our strengths:

- **Character Sheets** - Create your own character in an exciting new system that allows for creative depth and puts you in the shoes of an aspiring Dark or Light Jedi
- **Role Playing** - Fictions, Run-ons, and Duels with fellow members
- **Lightsabers** - collection, and potential for customization
- **Robes** - collection, potential for customization
- **Possessions System** - build your personal inventory of weapons and gear
- **Awards/Medals/Ranks** - Earn ranks, medals, and awards for your work!
- **Gaming Community** - Guild Vault, Raid parties, Monthly Gaming competitions
- **Social** - Community, chatting, sharing of nerd culture.

# STRATEGY

## I. Revise "Join Form"

First, we need to make sure that the features listed above are all openly displayed on our "Join Form". Have you seen ours lately? As it stands now, our Join Form is...boring. Bland. Not enticing. There is no color, no images, no proof that I'm joining such an advanced organization. This isn't just the collection of forums that most people are used to. It's an interactive club that is always growing and always expanding.

To demonstrate a way of spicing up the Join Form, we have created a proof-of-concept **mock-up** for the Dark Council. Note the tabs, in particular, which quickly let a potential member see - at a glance - all that the Dark Brotherhood has to offer them, without clicking through a dozen pages and wiki articles.

### Part 1: Why Join The DB? (<http://goo.gl/ymRUak>)

This section focuses on showing off the features we highlighted as "attractions" for the Dark Jedi Brotherhood. Once the potential member has a chance to see these attractions, they will have a better idea of what the club has to offer them that their other club or group lacks.

### Part 2: Becoming A Member (<http://goo.gl/T0asRy>)

Now that the potential member knows about the club, get them excited and engaged about making a character. Even if they don't plan to write, gamers enjoy having a character they can call their own. An "express" option could be explored for those who wish to "just game", but we believe that takes away from the greater experience, and we've seen the outcome of that with the TOR Guild - often to our detriment.

The mock-up features a top navigation bar with three tabs: "ROBES", "LIGHTSABER", and "CHARACTER SHEET".

- ROBES:** A text-heavy section with a small image of a hooded figure.
- LIGHTSABER:** A section with a form titled "Lightsaber Construction Tool" containing fields for "Color", "Type", and "Material", and buttons for "Select Saber" and "Back".
- CHARACTER SHEET:** A section with a form titled "Character Sheet" containing fields for "Name", "Age", "Gender", "Race", and "Class", and buttons for "Save Sheet" and "Back".

At the bottom, there is a "GAMING" section with a table of character sheets and a "Join the Brotherhood today!" button.

The mock-up features a top navigation bar with two tabs: "Path and Order" and "Becoming a member".

- Path and Order:** A section with text and images of characters, including a Jedi and a Sith.
- Becoming a member:** A section with text and a form for "Name, E-mail address and Password".

At the bottom, there is a "Recruitment" section with a form for "Name" and "Email".

# STRATEGY

## II. Value Targets

"Value Targets" are clubs, organizations, or web groups that are conventionally limited to chat-client or message board forums to act out their role-playing, writing, gaming, or artistic needs. These groups are prime examples of the types of people we should be targeting with our ad campaign.

+ **Fanfiction.net** ( <https://www.fanfiction.net/> )

*This one seems like a logical no brainer. We strike out at the fanboys and girls of science fiction and fantasy. While some fan fictions are limited to ObiWan X Anakin, these are the minds of people who have a hunger for creating stories in an existing universe. And there is no universe more vast than the Star Wars Expanded Universe. It has worked once, already. A growing name in the Brotherhood, Atyiru Entar, got her start on fanfiction.net, writing classic hits such as DragonXDovahkiin (THAT'S NOT WHAT IT WAS CALLED! -Atty)*

+ **IMVU** ( [www.imvu.com/](http://www.imvu.com/) )

*While many will laugh at the inclusion of IMVU, Arcona has gained seven new members through ways of recruiting on this site in just a few months. Again, we see a target audience of young adults who have a desire to play a character and express themselves through role playing. While maybe not the best writers in the world, they are passionate, energetic and, from what we have seen so far, they want to climb the ranks and gain access to all the perks the Brotherhood has to offer that IMVU clearly does not. In a game of numbers, even if only one out of seven recruits ends up invested in the DB, it is still more than we had yesterday or the day before.*

+ **Role Players Guild** ( <http://roleplayerguild.com/index.php> )

*Another active community that is limited only to forums. Contacting their Moderators would be an excellent start, with offers of returning the favor of advertising their forum to our members.*

+ **Role Playing Gateway** ( <http://www.roleplaygateway.com/> )

*Active community of writers and role-players. These might be a harder target, because their website has multiple attractions other than just message board forums. The reward is a larger payoff. Contacting moderators and opening communications would be the first step.*



# STRATEGY

## III. Web Commercial

Fan Films have become the newest trend on YouTube and the Internet. Video game adaptations are being funded and created left and right. In the guise of a "Fan Film", Team Arcownage presents a treatment for our "Why Wait?" Ad.

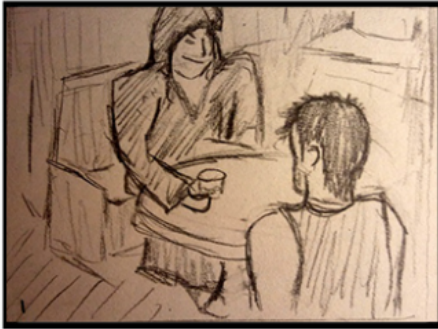
The concept is simple: The new Star Wars film has been slated for a December 2015 release. That's a whopping two years away! So, why wait? We pitch the Dark Jedi Brotherhood as the best way to immerse yourself in the Star Wars universe through a vast array of "attractions" (that we addressed earlier, of course).

We take one of the most famous scenes in Star Wars. Who shoots first, Han or the Bounty Hunter, Greedo? Using green screen technology, we re-create a cantina setting and play on the scenes famous lines, "I've been waiting a long time for this," Greedo says, to which Han Solo replies, "I bet you have." We change that line to, "I haven't": signifying that we, the Brotherhood, have not been waiting around the last twenty years.

Taking it one step further, we change the character from a Smuggler to a Dark Jedi. Using the iconic "Force Shock" we play on fans desire to want to play a Dark or Light Jedi.

# Storyboard

Name of Project: "Why Wait?" - Web Commercial



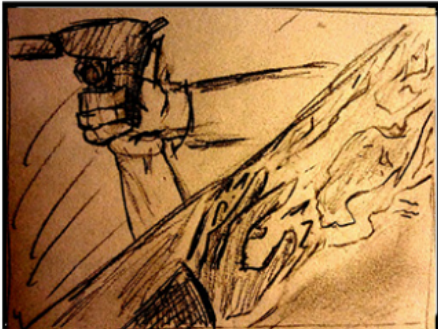
**MS** Dark Jedi in Robe sits at a table in a cantina. He has a drink and leans back looking over at a man standing over table



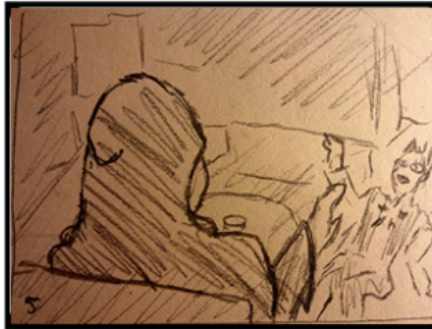
**CU** Man narrows eyes.  
"I've been waiting a long time for this!"



**CU** Dark Jedi grins.  
"I haven't."



**INS** The man draws his pistol and aims to fire, but the Dark Jedi is quicker and simply force-shocks him



**MS** The man shakes and convulses and then falls down on the floor, le dead



**CU** Dark Jedi smiles and puts hand down  
V.O: "Why wait for Episode 7? Immerse yourself in Star Wars now with the DJB"

Above is a storyboard for the commercial. It gives the both the filmmakers investors an idea as to how the story will play out visually and technically through camera.

# *Making It Happen: The Filmmaker*

**Producer/Director:** Mike "Wally" Wallach ( [www.mikewallachfilm.com](http://www.mikewallachfilm.com) )

Mike Wallach, or Wally plays the character of Marick Arconae in the Dark Jedi Brotherhood. He has over 8 years of experience in the film/television industry and has made multiple short films that have been selected for film festivals. His most recent production won a Gold Novae for representing a Sith Artifact corrupting an ambitious Dark Jedi: "Power Overwhelming", made for a budget of only \$200.



# Production Budget

A lot of the expenses for the project would be handled **IN-KIND**, meaning that the services are being rendered for *no-pay*. The bulk of the budget goes directly to the props/digital set-the two elements that separate an amature production from a professional one.

The project is feasible in that the Dark Crusade has spent anywhere up to **\$1,000** on the Great Jedi War **comics**. Members alone will spend anywhere from **\$30-100** on artist commissions of fictional characters, so it is not far fetched to ask for small donations from the leaders and members interested in expanding the clubs interest and getting something that no other online club has to their name.

We really get a bang for our buck thanks to utilizing the resources of a dedicated and willing member of the club.

Budget: "Why Wait?"	
Director	IN-KIND
Cinematographer	IN-KIND
Lead Actor 1	IN-KIND
Lead Actor 2	IN-KIND
Camera: 5D Mark II	IN-KIND
Lighting/Grip/Lense	IN-KIND
Studio Space	IN-KIND
Greenscreen	IN-KIND
Editor/Effects	\$300
Costume/Wardrobe/Prop	\$250
Miscellaneous	\$100
<b>Total Budget</b>	<b>\$650</b>

# STRATEGY

## IV. Going Viral

*Now that we've created a commercial, what do we do with it? We go viral.*

A lot of people like to use the term "viral" in online advertising. Few people know how to truly execute it, however, since by nature viral videos are never intended to blow up and get over a million views. With our web commercial economically created in house by the club's own resources and member base, we reach out to pop-culture blogs that focus on nerd culture. Blogs have big followings on RSS feeds and Twitter- all ways of reaching out to a grander audience of those who would be interested in joining our club and the culture that surrounds it.

### Top Targets:

**+Reddit** (<http://www.reddit.com/r/StarWars/>) - Reddit is a social news and entertainment website where registered users submit content in the form of links or text posts. Users then vote submissions "up" or "down" to rank the post and determine its position on the site's pages. Content entries are organized by areas of interest called "subreddits". The Star Wars subreddit is visited by over 100 registered members a day and has been the primary reason videos like "What Does The Fox Say" and "Gangnam Style" became such huge internet hits. By having members of the DB "upvote" our commercials, we will get the initial boost we need to get visible. From there, we let the work speak for itself. Even if we get one viewer to watching, it could be considered a successful campaign.

**+ Geek Tyrant** - A website dedicated to nerd-news, they are active on twitter and have really good news/articles. They are always re-tweeting cool videos they find that are based on video games or nerd pop culture, such as Assassin Creed fan films and the like. We present our content to them, and they share it with the 34,000 followers they maintain.

**+ Kotaku** - A video game culture blog that is always posting fan films related to video games and nerd-culture. While not the most obvious of target, they are active with their followers and have a twitter following of over 280,000 fans.

**+ YouTube** - Naturally, by being posted on YouTube, these videos will circulate throughout the web.

# Going Viral Part 2: *Hitting the Gamers*

It's no mystery that the Dark Jedi Brotherhood was founded by gamers coming together. Despite its evolution towards a role-playing club, gaming is still a big part of culture and thus we need to apply directly to that audience as potential recruits.

Looking back over the years, one of the more famous viral videos on YouTube was simply a few World of Warcraft players posting a video of their friend completely ruining all their best-laid-plans by blindly charging the enemy mob. We speak, of course, of Leroy Jenkins. The video has garnered over 39-million hits.

Playing off this famous video, *Team Arcownage* decided to share a similar experience in the popular Star Wars MMORPG: *The Old Republic*.



By playing off the familiar feeling of not being able to find a proper group of people to game with, we pitch the "Brotherhood" aspect of the Dark Jedi Brotherhood and the notion of experienced membership. We launch the video on YouTube, and let it pick up attention, while also targeting each of our *Value Targets*, and *Top Targets* such as *Reddit*!

Step 3. Profit.

# *Conclusion*

The core to the success of the *Dark Jedi Brotherhood Advertising Campaign* ultimately lies in our ability to continue to adapt to the world around us as it shifts and evolves. We cannot stagnate and let ourselves get stuck in the past. We need to always be looking forward, always working towards making our club a better place. We have a lot of amazing new things on the horizon: the return of the ACC, the possessions system, the face selectors for character avatars, and the revamp of the Shadow Academy with elements like Audio-Visual courses.

By constantly improving **ourselves**, and the **club as a whole**, we make ourselves a more desirable place to be. We have the groundwork laid out before us. We just need to capitalize on it. Make these "attractions" as good as they can be. Attention to detail, and the hard work that our members put in day in and day out will keep this club going into the next 10 years.

*Thank you for your time.*

*-Team Arcownage.*

**#10214 Marick Arconae**

*Writing, Graphics, Video Editing, Formatting*

**#13486 Atyiru Entar**

*Writing, Artwork, Editing, Formatting*

**#6750 Cethgus Arconae**

*Writing, Concept/Design*

**#91 Invictus**

*Writing, Concept/Design, Editing, Formatting*







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