What strategies did Warner Bros use to market TDKR?

1. Describe the Viral marketing campaign

<http://theweek.com/article/index/227422/the-dark-knight-rises-awesomely-complex-viral-marketing-campaign>

<http://www.forbes.com/sites/markhughes/2012/06/25/the-dark-knight-rises-viral-marketing-reveals-more-plot-hints/>

<http://www.nolanfans.com/2012/06/21/the-dark-knight-rises-viral-marketing-grows/>

<http://insidemovies.ew.com/2012/04/30/dark-knight-rises-viral-marketing/>

1. Look at how the campaign used relationships with other companies to market TDKR. Who were they? What activities did they engage in? (List the companies and all of the competitions and merchandise that they produced). Include the UK campaign here.
2. Look at the role that Mattel and Funko played in the promotion of the film. What merchandise did they produce?
3. Using the following website list the merchandise that was made relating to the film.

<http://batman-news.com/2012/05/30/tons-official-the-dark-knight-rises-merchandise-available-now/>

1. Explore the Official Website features:
* Downloads
* Special features
* Soundtrack
* Video game
1. Publicity – find out about any publicity activities that took place before the release of the film and DVD; e.g. interviews with the stars, director(magazine, film, web based etc), making of…. Programmes about the film