

# ROGUE ONE

A **STAR WARS** STORY

A large Imperial Star Destroyer is shown in space, viewed from a low angle. The ship's hull is dark grey with intricate paneling. A large, circular, metallic structure is visible on the upper part of the ship. Several smaller Imperial Starfighters are flying in formation around the main vessel. The background is a dark, star-filled space.

# ROGUE ONE

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DVD & Blu-ray Promotional Plan

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# Situation Analysis

# WALT DISNEY STUDIOS HOME ENTERTAINMENT

Formerly known as Buena Vista Pictures Distribution, Walt Disney Studios Motion Pictures is the film distributor owned by The Walt Disney Company. Established in 1953 as Buena Vista Film Distribution Company, the company handles distribution, marketing, and promotion for films produced by the Walt Disney Pictures, Walt Disney Animation Studios, Pixar Animation Studios, DisneyToon Studios, Marvel Studios, Lucasfilm, and DisneyNature.



Lucasfilm Ltd. LLC is a major film and television production company based in the Letterman Digital Arts Center in San Francisco, CA. A division of Walt Disney Studios and a subsidiary of The Walt Disney Company, the studio is best known for creating and producing the Star Wars and *Indiana Jones* franchises, as well as its leadership in developing special effects, sound effects, and computer animation for film.

# Situational Analysis

## Strengths

The Star Wars franchise is one of the most prominent brands in the world. Since its creation almost 40 years ago, Star Wars has become an integral part of pop culture and in itself is a cultural phenomenon with its large, dedicated fan base, its immersive experiences in the Disney Parks, and its merchandising success.

## Weaknesses

As a weakness, there is a high expectation for each new movie to maintain or outdo previous iterations to maintain brand equity. The franchise will also always be hindered by the negative reception of the prequel movies (Star Wars I-III). *Rogue One: A Star Wars Story*, being a side step story in the episodic series, will appeal to a smaller audience and will face different marketing challenges as it is a new direction in the Star Wars narrative and has a new cast.

## Opportunities

A *Rogue One* success can strengthen the brand and can drive merchandise sales in its toys, apparel, memorabilia, and digital media. A success also publically validates Lucasfilm's future creation of non-episodic Star Wars storylines. In addition, the ethnically diverse cast makes international audiences easier to resonate with.

## Threats

Advertising campaigns and movie releases from competing legacy studios such as Sony, Universal, 20th Century Fox, and Warner Brothers pose an ongoing threat. Additionally, with a declining DVD market, it is increasingly more difficult to promote DVDs sales. Consumers increasingly lean towards digital downloading such as illegal torrents, digital copy purchases, and streaming.

# Competitive Analysis

	<b>Rogue One</b>	<b>Assassin's Creed</b>	<b>Passengers</b>	<b>Sing</b>
<b>Release Date</b>	Dec 16th, 2016	Dec 21st, 2016	Dec 21st, 2016	Dec 21st, 2016
<b>Producer</b>	Walt Disney	20th Century Fox	Columbia Pictures	Universal Studios
<b>Summary</b>	In a time of conflict, a group of unlikely heroes band together on a mission to steal the plans to the Death Star, the Empire's ultimate weapon of destruction.	Callum Lynch explores the memories of his ancestor Aguilar and gains the skills of a Master Assassin, discovering he is a descendant of the secret Assassins society.	A spacecraft traveling to a distant colony planet and transporting thousands of people has a malfunction in its sleep chambers. As a result, two passengers are awakened 90 years early.	A koala named Buster Moon has one final chance to restore his theater to its former glory by producing the world's greatest singing competition.
<b>Value Proposition</b>	Acts as a bridging storyline that will appeal to Star Wars' massive existing fanbase. A fresh cast with a darker tone will also attract a new audience.	Stars Michael Fassbender. Many people are dedicated fans of the video game. It will most likely translate to the movie. Whether or not fans believe that the movie will not succeed or not, many fans will still go and see the film.	A new plot with fresh characters. Chris Pratt and Jennifer Lawrence are big celebrities and have a huge fan base to draw in viewers.	The PG rating greatly expands the film's audience. The cute and good feel design of the film will encourage many families to watch. The movie has a star studded cast and includes singing.



# Target Market Specifications



# Target Market Specifications

## Demographic & Psychographic characteristics

### Primary target market:

- 25 - 45 years-old; Income: \$20,000 - \$80,000
- Science Fiction + Fantasy Fans
- Enjoy High-Quality Products
- Highly value the Star Wars brand and the nostalgia it creates
- Use brands as extensions of their personality
- Consume traditional media goods: (Theater Tickets, DVDs)
- They are likely to own most of the Star Wars films on DVD

### Secondary target market:

- 13 - 25 years-old; Income: Less than \$40,000
- Fans of Star Wars, Action, and Fantasy
- Enjoy Star Wars as Pop Culture
- Most are introduced to Star Wars by family members
- Enjoys the films' action and futuristic settings
- Watching Star Wars is a family tradition [3]



# Target Market Breakdown

## Target Market Statistics

### Primary Target Market:

Adults 25 - 45 years old

Female: 13.81% of US population (45M)

Male: 14.51% of US population (47M)

### Secondary Target Market:

Young Adults 13 - 25 years old

Female: 8.63% of US population (28M)

Male: 9.06% of US population (29M)

**Total approximate size:** 160 million

**Rationale:** Star Wars is an ever-growing franchise that continues to permeate beyond its original market of males with its strong cultivation of fans and pop culture involvement throughout its existence. [4] With recent Star Wars releases, it has been promoted towards men, women, and children alike in multiple vehicles. Rogue One introduces new characters and a female protagonist in a war-torn tale that will take a sidestep from its previous storytelling. This evolved film slightly shifts who its target audience is. [10] [13]



# Product Evaluation

# Product Evaluation

## Product Iteration Descriptions

Release Date: May 4th, 2017

**\$19.96** DVD with Special Features [16]

**\$24.96** Blu-Ray + DVD + Digital Download

- Death Star Plans Cover Sleeve
- Special Features [16]
- “Star Wars: Battlefront 2” Video Game Beta Code; Limited Quantity

**\$49.96** Special Edition Blu-Ray+ DVD + Digital Download

- Includes 1 of 4 Rogue One lithographs OR Limited Release Funko Pop!
- “Star Wars: Battlefront 2” Video Game Beta Code; Limited Quantity

**\$150.00** “Rogue One Blu-Ray Collector’s Edition: Levitating Death Star”

- Functioning Blu-Ray Case
- Collectible Scale Replica of the Death Star
- Blu-Ray + DVD film copies
- Death Star plans poster
- Download Voucher of Original Soundtrack.



# Product Line Up

Product	DVD + Special Features	Blu-Ray	Digital Download	Battlefront 2 Beta Code	Lithograph	Limited Edition Pop! Figure	Death Star Model
DVD	✓						
Blu-ray	✓	✓	✓	✓			
Funko Pop! Special Edition	✓	✓	✓	✓		✓	
Lithograph Special Edition	✓	✓	✓	✓	✓		
Collector's Edition	✓	✓	✓		✓		✓

## Distribution:

- Funko Pop! version: Target, Amazon, Best Buy, and Toys R Us
- Lithograph version: Disney Stores.
- Collector's edition: Best Buy and Disney Stores.





# Marketing Objectives

# Marketing Objectives

## Sales

1. Sell 3MM “Rogue One: A Star Wars Story” disc units by the end of 2017. Disc units include both Blu-Ray and DVDs. [9] [16]
2. Generate \$12.8MM Revenue disc sales Per Month
3. Gross \$90MM in “Rogue One: A Star Wars Story” disc sales by the end of 2017, starting on its planned May 4th, 2017 release.

## Market Share

Increase Disney Home Entertainment’s domestic market share by 4% (\$5.33 billion market by 2017, with an assumed market decline rate of -12.6%) [14]

## Rationale

Based on The Force Awakens opening weekend figures, our anticipated sales of DVDs, and the market conversion of 17% from box office sales to disc sales, our estimations capture the essence of our anticipated revenues. With the addition of value-added iterations of the product, we anticipate a 4% market share gain from value-driven purchases.

Theatrical Performance	
Domestic Box Office	\$936,662,225
International Box Office	\$1,122,000,000
Worldwide Box Office	\$2,058,662,225
Home Market Performance	
Domestic DVD Sales	\$29,177,676
Domestic Blu-ray Sales	\$130,996,253
Total Domestic Video Sales	\$160,173,929



# Advertising Strategy – Overview

Our advertising strategy tailors our message to our loyal fans, while also incentivizing the secondary market to convert to the primary market. The primary market may feel threatened by Rogue One's new take on their cherished franchise. Because of this, we must lower their guard by inviting them to be apart of the conversation using various campaigns throughout our timeline.

Targeting our primary market, we are capitalizing on brand value by using nostalgia as a tool to reach the hearts of members of our target markets. We have outlined various initiatives to create an integrating campaign.





# Advertising Program

## Freeform (formerly ABC Family) Television Ads

**Execution:** The advertisement is an entertaining, short documentary piece about Star Wars' passionate fan base and their dedication to the brand by displaying user-generated content to showcase their affection for all that is Star Wars.

**Rationale:** This nostalgia-focused commercial will provide an up-close look at the limited collector's edition case. Viewers will be entertained by the eccentric history of Star Wars fandom and informed of the product. Information will be provided about major retailers carrying the special edition case.

**Target Market:** ABC network programming appeals to a broad audience that partly coincides to our desired target markets. [1]

**Timeline:** May - July



# Advertising Program

## Magazine Advertising (Rolling Stone)



**Execution:** Our advertising program will include prominent advertising space on the Rolling Stone magazine, which has previously featured Star Wars: The Force Awakens on their cover for 2015. The ad will feature a dramatic description of the new cast on the front cover as well as a three-page feature article in the magazine to introduce readers to a brief history of Star Wars fanaticism as well as pictures and descriptions of the new “Rogue One Blu-Ray Collector’s Edition: Levitating Death Star”.

**Rationale:** The article will connect to our primary target market by celebrating the enjoyment of collecting Star Wars memorabilia and then provide coverage of a new, high value DVD collectible case that is about to enter the memorabilia market.

**Target Market:** Rolling Stone has the largest readership similar to our target market age bracket with 6.9MM readers between the ages 25 to 54, and its wide entertainment coverage featuring music, film, and sports appeals to a broad audience who will respond favorably to a Star Wars advertisement. [8]

**Timeline:** May

# Advertising Program

## Licensing

**Execution:** We will orchestrate releases of a wide breadth of licensed consumer goods spanning food products, toys, and clothing. Our foods licensing will feature a Star Wars: Rogue One-themed cereal; with cereal pieces inspired by the new characters and symbols of the film. The cereal box covers will also inform customers of the physical film copy release, and our sweepstakes offerings.

Toys licensing will shift its focus from box office sales to disc sales, as we contact collectibles and hobbyist goods manufacturers to design exclusive figurines or replicas from Rogue One to include with disc copies.

Clothing licensing will not see redesigning. However, we plan to reduce licensing fees for clothing in order to boost manufacturing and sales of Star Wars / Rogue One clothing. They will also serve as POP ads to attract attention to Rogue One physical copies.

**Rationale:** Our cereal and clothing licensing operations serve to remind customers of Star Wars and the Rogue One film just before and during the release of the DVD. Exclusive toy designs are only purchasable with a bundled disc copy.

**Target Market:** Cereal and clothing branding appeals to Star Wars' broad customer base that is a combination of our primary and secondary target markets. Our toys licensing strategy targets both our primary and secondary target market.

**Timeline:** April 4th - October 4th



# Advertising Program

## Mobile In-Game Advertising



**Execution:** Banner ads and video commercials featuring the Rogue One disc release to be placed into Star Wars's existing popular free mobile games ("Star Wars: Galaxy of Heroes," "Star Wars: Commander," and "LEGO Star Wars: The Force Awakens").

Ads can also be placed in other popular mobile games spanning genres of Action, Strategy, Science Fiction, and Fantasy games as well.

**Rationale:** Owners of Star Wars games will be more likely to respond favorably to Rogue One after being exposed to our ads. "Galaxy of Heroes" and "Commander" both reached over 10 million downloads, and "LEGO Star Wars" reached over 1 million users,, meaning there is significant reach and exposure potential for our ads. Fans of Action, Strategy, Science Fiction, and Fantasy game genres are more likely to share an interest with Star Wars since the franchise features elements of all four.

**Target Market:** The mobile gaming market is dominated by members of our secondary target market, and like the popular games that they play, Rogue One features elements of action, science fiction, and fantasy that will appeal to them.

**Timeline:** May - October

# Sales Promotion Program

## Trade Objectives & Consumer Objectives

Our trade and consumer objectives are employing a variety of tactics to drive short-term sales through increased store traffic and to increase brand awareness.



# Sales Promotion Program

## Star Wars: Battlefront 2 Beta Testing Access Promotion

**Execution:** To penetrate the massive video gaming market, we will partner with EA Games to provide distribution of “Star Wars: Battlefront 2” video game beta-testing access codes with physical copies of Rogue One.

**Rationale:** “Beta-access” to popular, anticipated video games is highly desirable for video gamers, as it gives participants an exclusive opportunity to trial games they are interested in and give game developers critical feedback prior to launch. [7] Beta-access codes bundled with physical copies of Rogue One will give buyers access to the closed beta phase of the highly anticipated “Star Wars: Battlefront 2” video game, whose predecessor sold over 14 million units. [5] Other popular video games have also succeeded in boosting pre-sales by offering closed beta access to the games.

**Target Market:** Similar to the mobile gaming market, the home video gaming market is dominated by members of our secondary target market, and like the popular games that they play, the Rogue One film and “Star Wars: Battlefront 2” feature the action, science fiction, and fantasy that appeals to them.

**Timeline:** May (release date until supplies last)



# Sales Promotion Program



## Collectible Funko's Pop! Vinyl Rogue One Figures

**Execution:** Collaborate with Funko to design and distribute new Pop! Vinyl Rogue One Blu-ray edition figurines with unique poses, costumes, accessories, and actions bundled exclusively with Blu-Ray copies of Rogue One.

**Rationale:** Funko's immensely popular Pop! Vinyl brand licenses from virtually every popular TV, film, and comic book. In 2013, Pop! Vinyl raised over \$23 million in sales for Funko. Though Rogue One designs have already been released, special edition figures of individual characters with unique features will be highly valued within our primary target market. Past unique editions of Pop! Vinyl figures such as the Marvel characters Deadpool or Spider Man, who have multiple design revisions valued from double to triple the original design.

**Target Market:** This promotion is intended to target our primary and secondary target markets. [2]

**Timeline:** May (release date until supplies last)

# Sales Promotion Program

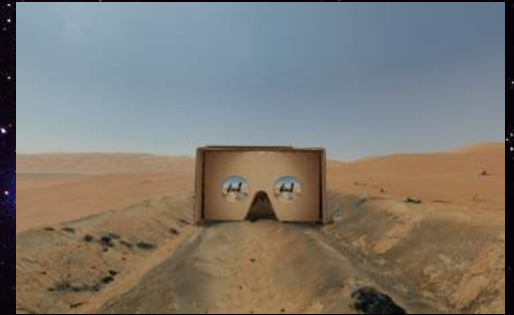
## Google Cardboard Virtual Reality: A Rogue One Experience

**Execution:** Collaborate with Google Cardboard to design Rogue One-themed virtual reality viewers as self liquidating offers included with standard Blu-ray copies. The viewers will come packaged with an activation code to redeem Rogue One-themed virtual reality environments for the Google Cardboard application.

**Rationale:** Star Wars as a science fiction franchise is relatable to the technology industry and its innovations. The innovativeness and novelty of Google Cardboard viewers will be an effective sales booster for standard Blu-ray copies. In addition, they are also inexpensive products to distribute as self liquidating offers.

**Target Market:** This SLO will appeal to both our primary and secondary target markets. The SLO constitutes as both a digital and collectible physical good, and the interactive environment is also inspired by content material from Star Wars: Rogue One; attractive to both markets.

**Timeline:** May (release date until supplies last)





# Sales Promotion Program (Consumer)

## Sweepstakes for a trip to Star Wars Land



**Execution:** One lucky family will be chosen to take a trip to the new and highly anticipated Star Wars Land opening in 2019. The family will also have FastPasses and be able to experience all the rides and sights. Along with access to Star Wars Land, we will also provide the winners with an entire vacation experience including an all-expenses-paid resort stay and a Star Wars merchandise bundle for the entire family.

**Rationale:** Disney is very family oriented. We want to continue that tradition and create an opportunity for a family to spend time with their loved ones. The sweepstakes will gain consumer involvement and drive DVD and Blu-ray sales through an enticing prize.

**Target Market:** Primary target demographic and their families

**Timeline:** There will be a link to enter on the Rogue One website. The sweepstakes will be closed two weeks prior to the DVD and Blu-Ray release. Winners will be announced within 48 hours of the closing of the sweepstakes. The trip will take place June 23-June 25. Channels of communication is through social media handles that Rogue One already holds.



# Sales Promotion Program (Consumer)

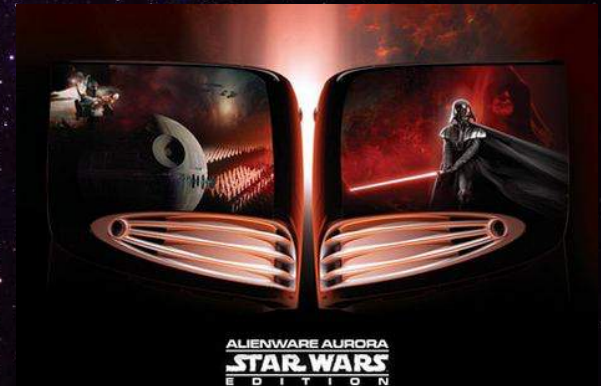
## Sweepstakes: Alienware Custom PC

**Execution:** Three winners will be chosen to win a custom Rogue One themed AlienWare Desktop Computer (\$2000 value monitor and computer) bundled with the new "Star Wars: Battlefront 2" game released near the end of 2017.

**Rationale:** The sweepstakes will gain a vast amount of consumer involvement and drive DVD and Blu-ray sales through an enticing gift. Fans of the Rogue One movie are likely to be interested in the game and have already enjoyed the first Battlefront video game. Players will be enticed to play the second edition due to the new Rogue One content that will take the main focus of the new addition to the game series. There will be a co-branded website with Alienware and Rogue One where fans will be able to enter.

**Target Market:** Secondary target market

**Timeline:** May-July; Winners will be chosen at end of sweepstakes period, then awarded upon video game release at the end of 2017.



# Sales Promotion Program (Trade)

## Point of Purchase Displays

**Execution:** Best Buy stores who can accommodate a Rogue One U-Wing spaceship display that will hang from the ceiling over the area where the Rogue One DVD and Blu-rays will be sold. At Target stores, we will feature a 5 foot-tall AT-ACT walker disc box shelf display with the DVDs inside its cargo container. We plan to have life-sized Death Troopers cutouts placed by the checkout lines with DVDs as a reminder to purchase product at Wal-Marts, Toys R Us and grocers.

**Rationale:** Our displays will catch the attention of consumers to lead them to the Star Wars section's where the 5' AT-ACT disc box display shelves will reside. The life-size Death Trooper displays will be strategically placed in aisles before checkout to entice customers to grab product before paying.

**Target Market:** Primary and secondary target markets

**Timeline:** First 3 months of DVD and Blu-ray release



# Sales Promotion Program (Trade)

## Trade Contests

Big box retailers such as Target, Walmart, Best Buy, and Toys R' Us will participate in a competition within districts nationwide against other locations of their same store to earn the highest Star Wars: Rogue One disc sales figures. The winning store from each district will win cash rewards for the entire team.



## Retail exclusives

Retail-specific merchandise create a sense of scarcity, pulling consumers to stores.

Many consumers are in the pursuit of 'Self-Uniqueness' through consumption to differentiate themselves from others. A good amount of our target markets are those individuals who strive to obtain exclusive items to satisfy this need.

# Special Event

## “May the Fourth Be With You Weekend” Convention 2017 Presented by Nissan

**Execution:** Star Wars fans unite to celebrate the 40th Anniversary of the Star Wars franchise and the DVD release of Rogue One with an array of fantastic attractions, previews, and panels at the Anaheim Convention Center in California taking place **May 4-6, 2017**.

**Vendors:** Each of our primarily selected vendors/sponsors has had a relationship with Disney in the past or will provide a relevant function or product to our convention.

ANOVOS (Costumes)

Nissan

Intel (Drones)

HP 3D Printing

LEGO

Vans

**Panels:** Cast Member Q&A

Production Crew Q&A

Meet and Greets

**Exhibits:** Droids of Star Wars

Vehicles of Star Wars

Costumes of Rogue One



# Special Event

## “May the Fourth Be With You Weekend” Convention 2017 Presented by Nissan

### Exclusive Merchandise

Souvenir video and picture of your experience

Convention-exclusive version of the Rogue One Blu-ray: This is another opportunity to seize direct sales without needing a distributor or a retailer.

Giving our customers even more value while maintaining our margins is an excellent way to strengthen our relationship with our loyal fans.

**Rationale:** To build excitement for the Star Wars brand and its new movie release, the event will be hosted and live streamed. Reaching out to Star Wars fans to attend will build the community and reinforce brand image. Using the event as a platform to promote and sell copies of the DVD will give direct sales to the campaign and promote the new movie. Rogue One, with its sidestep of its original storytelling and new cast, needs to gain the trust of the community, as so many new takes on a well established franchise can worry loyalists. This event can strengthen that aspect and may ultimately lead to higher confidence among consumers and sales to match it.

**Target Market:** Primary and secondary target markets

**Timeline:** May 4-6, 2017.



# Sponsorship

## Nissan Motor Company

Nissan will be the title sponsor for our event. They will have four exhibits to promote their cars along with branded event activations, and name placement on event signage and print for \$300,000 over the course of the event in exchange for visibility. By allowing Nissan to sponsor the event, we will be able to create positive impressions for our target market of Nissan through Nissan's efforts to reach out to the Star Wars community.



ROGUE ONE  
A **STAR WARS** STORY  
**NISSAN**



# Publicity + Activations

## Rogue One Battle Reenactment in Major Cities Worldwide

**Execution:** We will host 5 battle reenactments in 5 major cities across the world and invite Star Wars fans to participate. The reenactments will feature a scaled model of the new Rogue One AT-ACT walker vehicle introduced in the film, and actors will be costumed with Rogue One battle costumes. The reenactments will take place in popular, open areas with high foot-traffic, among the world's most populated cities such as Tokyo, England, Paris, New York, and Los Angeles. Walt Disney's marketing departments will also participate to record and feature footage of the reenactments online. Event coverage will be syndicated by all relevant subsidiaries of The Walt Disney Company.

**Rationale:** Star Wars fans exist in great numbers all over the world. Like our intended target market, they take the franchise as an extension of their personalities and would participate with great enthusiasm. As these reenactments will occur in areas with the highest density of foot traffic around the world, they will attract the greatest amount of attention and buzz from the public and media. [15] Due to its timing before physical release, official and unofficial coverage of the stunt will create anticipation and exposure of the upcoming disc products and their numerous special editions.

**Target Market:** This publicity stunt appeals greatly to both of our target markets, allowing members from either to appreciate the opportunity to interact with the Star Wars universe to express their fandom, or to witness the novelty of an exciting, science fiction action performance in their own cities.

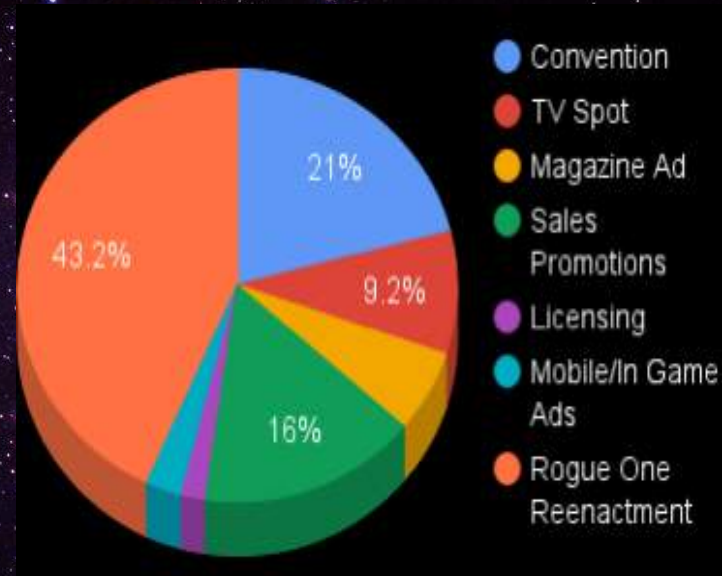
**Timeline:** Saturday, April 29th (Weekend before physical release)





# Budgeting

Promotion	Cost (USD)
Convention	895,000
TV Spot	350,000
Magazine	233,270
Sales Promo	605,738
Licensing	67,842
Mobile/In Game Ads	100,755
Battle Reenactment	1,640,000
Total	3,892,605



# Budgeting

## Rationale for cost

### **Convention - \$795,000**

The cost of the Convention is based from the event rates of the Anaheim Convention Center

These numbers include renting out the rooms and exhibit halls; as well as hiring staff for three days

### **TV Spot - \$350,000**

This number is based on the ABC 2016 Media Kit

### **Magazine - \$233,270**

This is based off the 2016 Rolling Stone Media Kit

### **Sales Promo - \$605,738**

This is an estimate based on similar sales promotions that were executed

### **Licensing - \$67,842**

This is an estimate of how much it would cost for the licensing with the brands that will be involved with Star Wars

### **Mobile/In Game Ad - \$100,755**

The cost for these ads is an estimate based on rates from the ads from the lego The Force Awakens' app

### **Rogue One Reenactment - \$328,000**

These numbers include the cost of hosting the event, renting out the space for the event in each location

Also to employ staff members to oversee the event and maintain the participant's safety.

### **Publicity (Domestic & International)**

# Timeline

Promotions	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	
Television Ad			Red								
RollingStone Ad			Red								
Licensing		Orange									
Mobile Ads			Yellow								
Battlefront Beta			Green	Light Green (Until supplies last)							
Pop! Vinyl			Cyan	Teal (Until supplies last)							
Google VR			Blue	Light Blue (Until supplies last)							
Star Wars Land		Blue									
Alienware			Purple								
Trade Contests		Red									



**Thank You!**



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