

Fifty Shades Of Grey

It's all about the narrative...

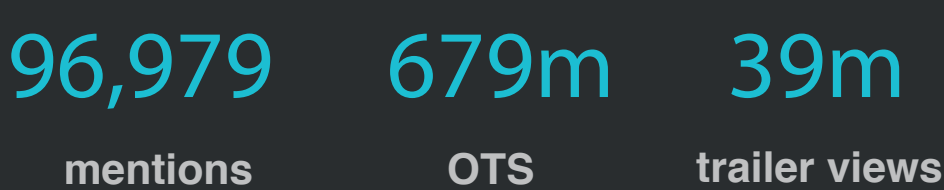
The best-selling book series Fifty Shades of Grey has caused a huge amount of buzz and the book's anticipated reincarnation as a Hollywood blockbuster means brands can leverage this amazing opportunity by aligning themselves with topical plot themes.

Product or product genres that are intrinsic to a story that captivates literary audiences means brands can use that knowledge to leverage the #FiftyShades campaign (used by the movie studio instead of an exclusive twitter @handle) to drive and amplify the conversation around that narrative.

By adopting such a strategy, brands can also capitalise on chatter within social and digital spheres. This year there have been 96,979 mentions of the movie providing a potential opportunity to see of 679 million in the UK alone.

*MR. GREY WILL
SEE YOU NOW*

#FiftyShades



Trailer buzz

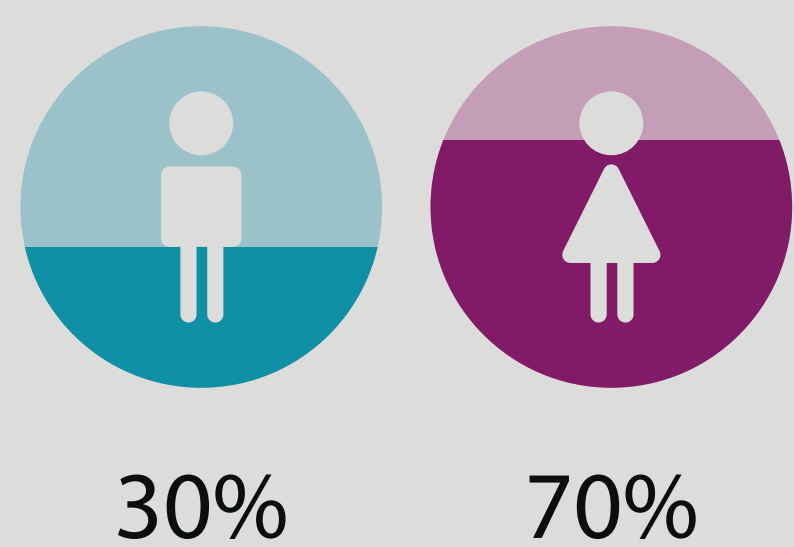


The Fifty Shades of Grey UK trailer has had an astounding 38,814,876 views in just over four months! That's a lot of potential moviegoers to share a brand message with...

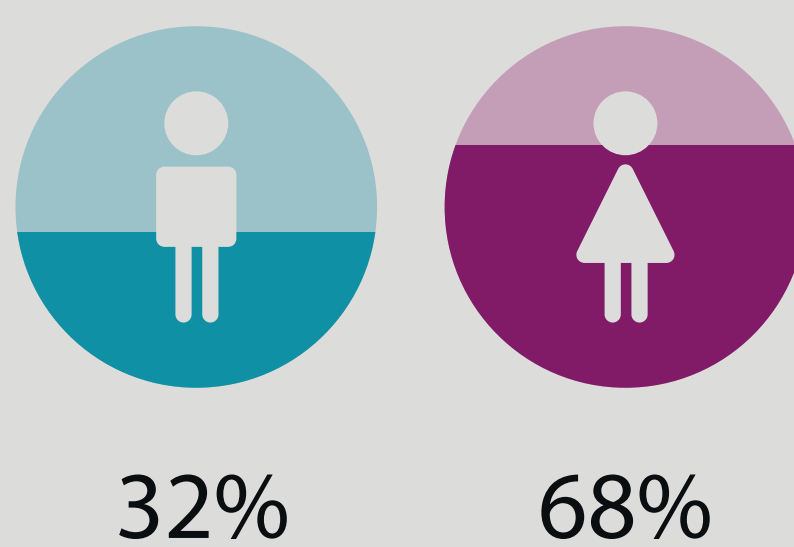
Don't forget the boys...

The gender demographics of book fans translates almost equally to those responsible for social chatter about the movie.

Book readership



Talking about the movie



Let's drink to that!

It is clear that online men and women's fashion publications have latched on to the conversation around #FiftyShades

Mentions include fashion, beauty and consumer brands including luxury automotive and spirits.

Brands that sell an aspirational lifestyle will fit easily within the movie narrative.



Fuelling thought

With less than two months to go until the movie premieres in the UK, men's bespoke clothing makers, women's fashion labels, champagne and wine distributors, and luxury travel and consumer brands should look to connect with an audience already engaged in a narrative that touches all of these brands.