



THE VOID



BY THE NUMBERS

2MM

Tickets sold

18-35

Average age for Void customers

15

Locations: US, Canada, Asia
Key Cities: LA, ATL, DC

70/30

Male / Female Demo

30+

New locations globally by Q4 2021
(Londoner Macau Q4 2020)

98M

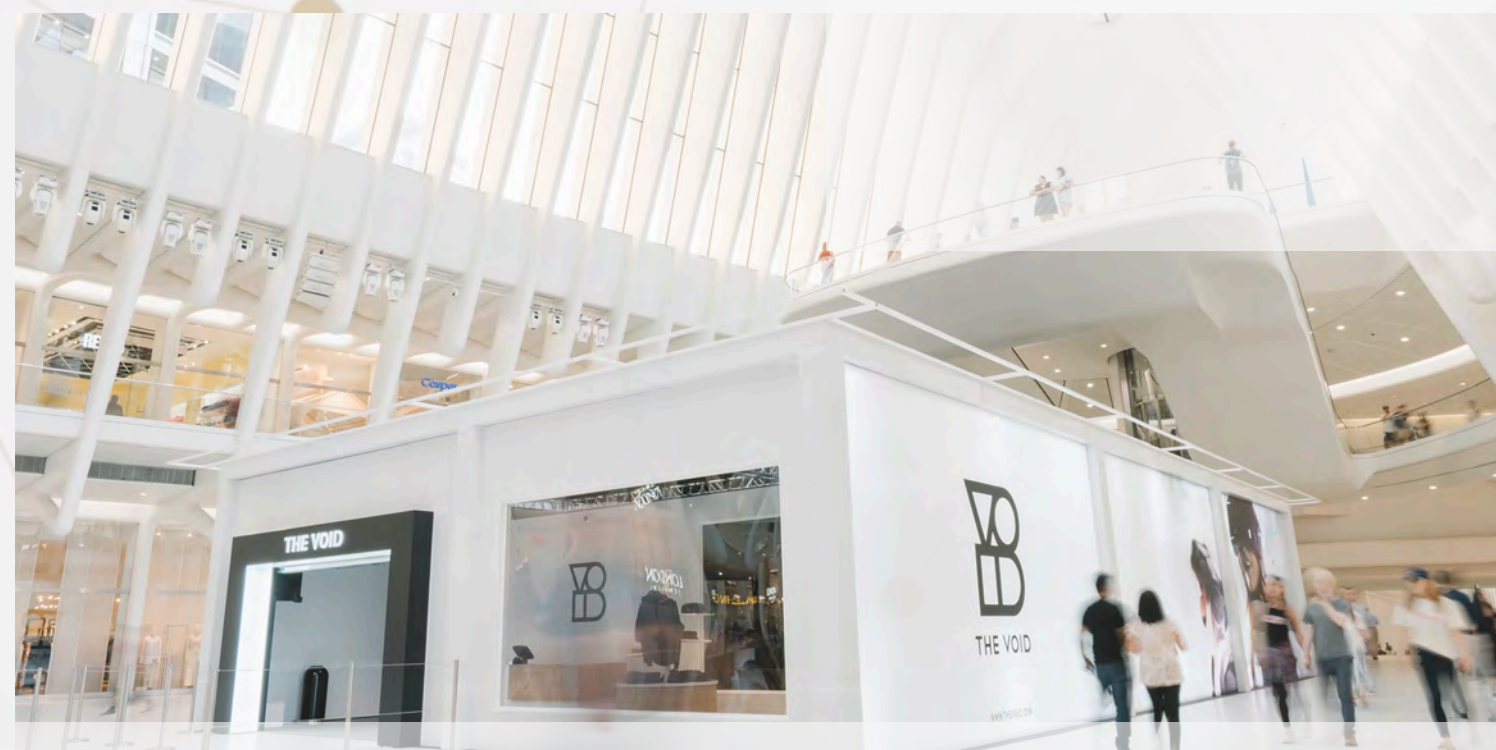
Q4 2019 Social Impressions

TALENT

- Dan Aykroyd
- Diego Luna
- Alan Tudyk
- Letitia Wright
- Benedict Cumberbatch
- Paul Rudd
- Evangeline Lilly
- Taika Waititi
- Rhys Darby
- Dwayne Johnson
- Jack Black
- Karen Gillan

GUEST EXPERIENCE

By incorporating age old magic principles and the power of technology, The VOID has created a mind-blowing environment for people to fulfill their craving for human connection. The VOID's digital representation of the physical world inspires and sets a new standard for the future of immersive entertainment.



1. Reserve Online or Come to The VOID



2. Check-in for experience



3. Briefing and gear



4. Get suited up

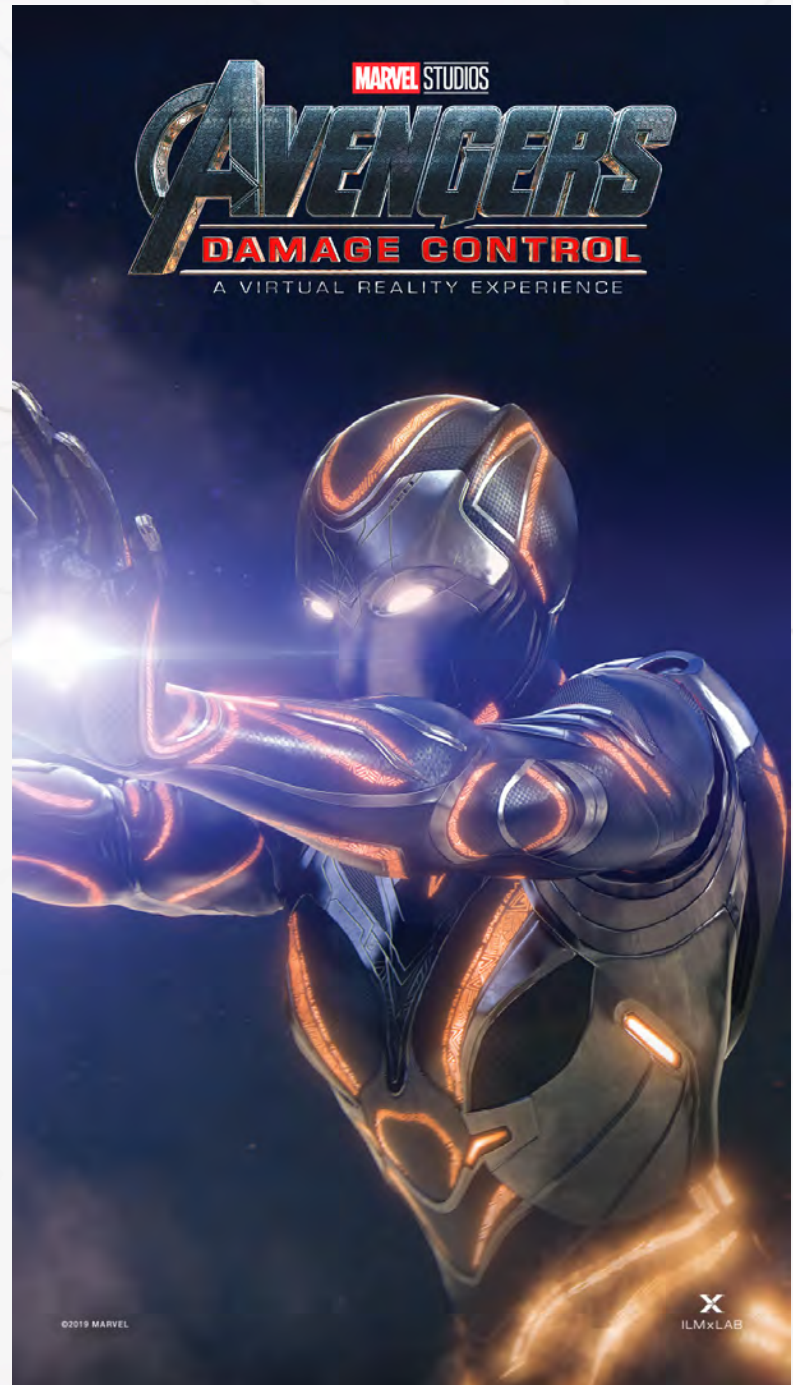
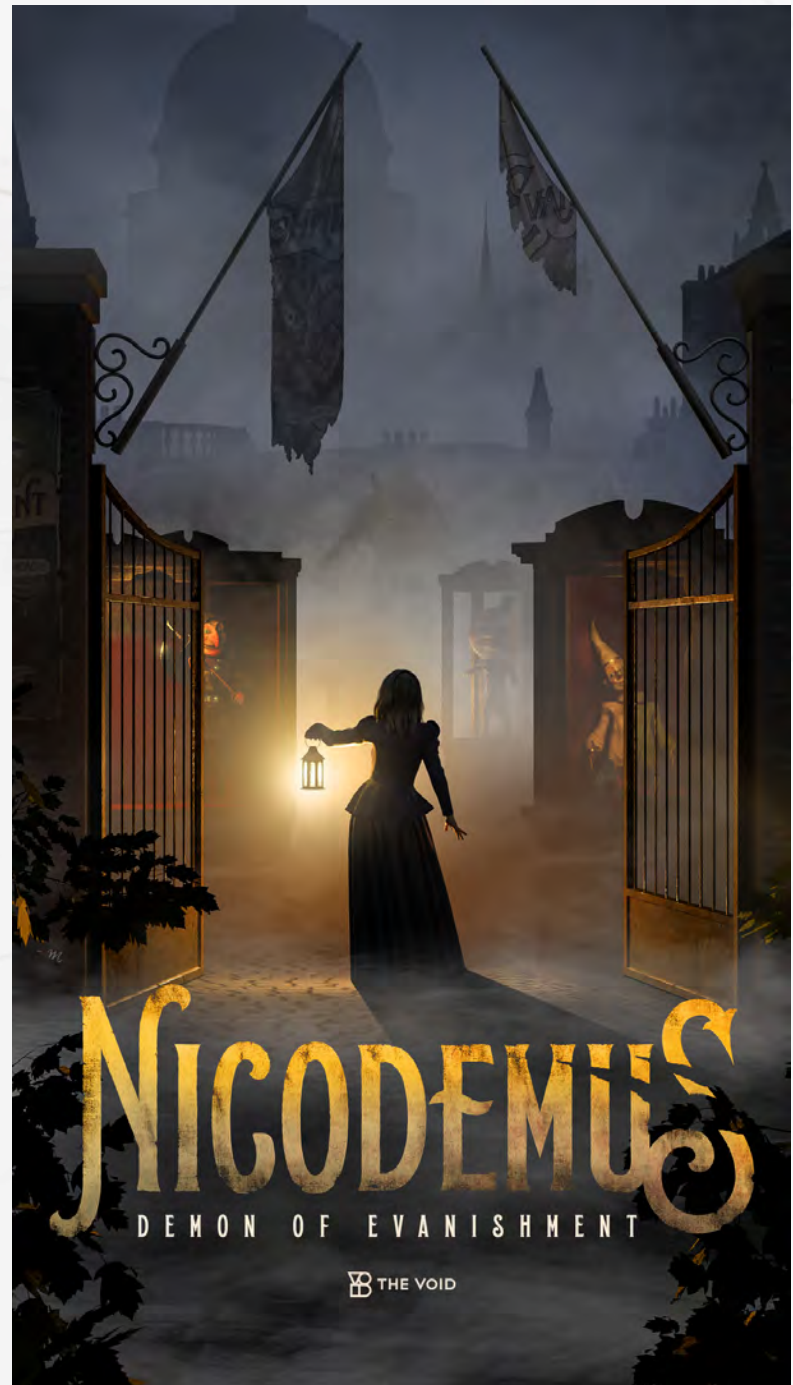
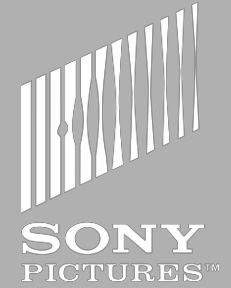
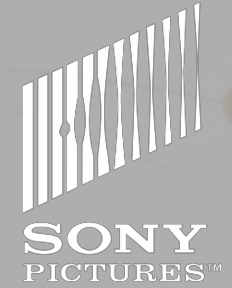


5. Step Beyond Reality

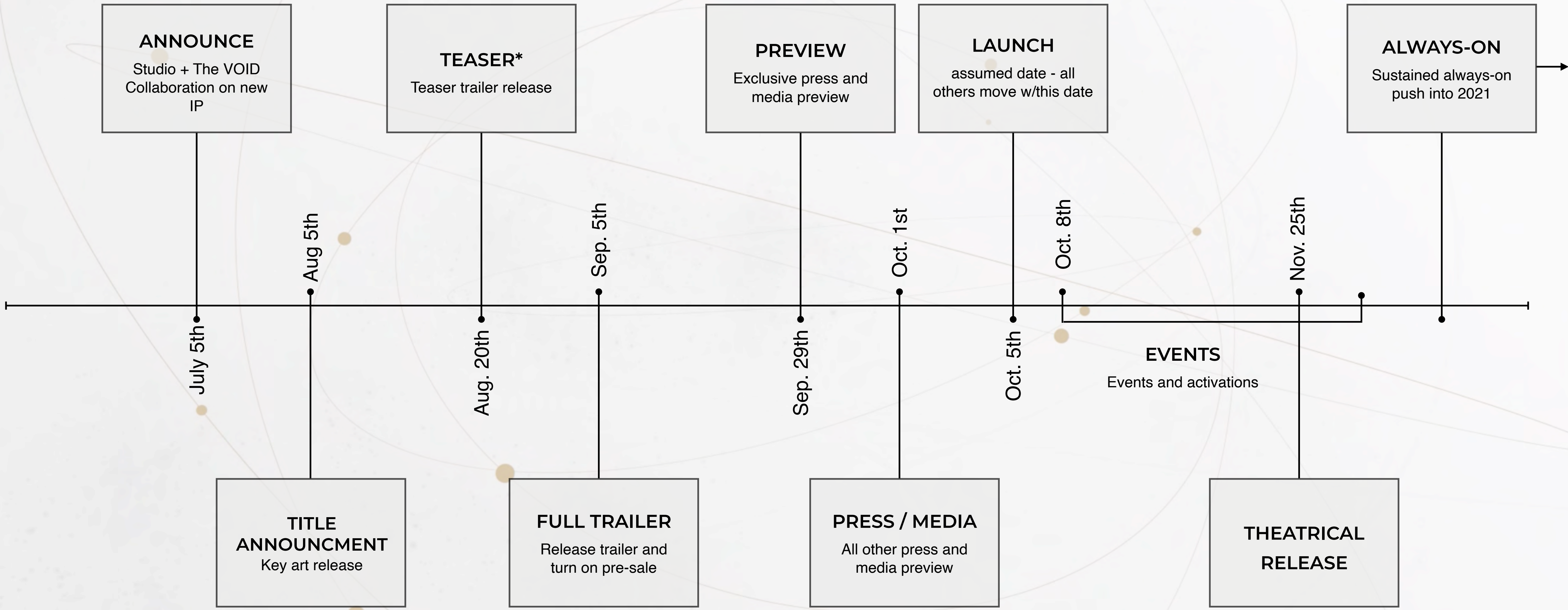


6. Share with your friends

VOID GLOBAL CONTENT & STUDIO PARTNERS / RELATIONSHIPS



MILESTONE CALENDAR



TENTATIVE MARKETING CALENDAR

- Kickoff studio team conversations
- Establish calendar
- Establish review and approvals process
- Sponsorships conversations
- Begin creative concepts: key art, storyboards for teaser trailer and full trailer

- **Announce: Studio + The VOID collaboration on new IP**
- Key art and title treatment for thevoid.com locked for announcement go live (Aug)
- Teaser trailer* finalized and release strategy (digital, social) locked
- Begin full trailer draft, approvals, edits
- Con't key art development (Ver 2+)
- Identify press days, events and activations
- Fan engagement planning

- **Full Trailer release in tandem with pre-sale go live**
- **Press & Media Day 1 (exclusive)**
- Fan engagement (early ticket bundle giveaways)
- Paid media, OOH and on-property creative deployed
- Events, activations and premiere (TBD) execution

- **TBD premiere activation**
- Continued site takeovers launch
- Continued events, activations and influencer visits
- Fan engagement (ticket giveaways, sweepstakes with theatrical team)
- Testimonial content release
- BTS content share

MAY JUNE JULY AUG SEPT OCT NOV / DEC 2021 →

- Key art and title treatment drafts, approvals and edits
- Press release draft and release strategy locked for July partnership announcement
- Connect on digital roadmap (web, social)
- Teaser trailer* draft, approvals and edits
- Talent discussions

- **Key Art + Title Announcement**
- **Teaser Trailer* release**
- Final edits and approval of full trailer for pre-sale go live (Sept 5)
- Key art (Ver 2+) edits and approvals
- Finalize paid media, OOH and on-property creative
- Press event details locked for execution
- Events, activations and premiere (TBD) planning

- **Press & Media Day 2**
- **Experience launch**
- Live social capture from locations/fans
- Talent takeover on VOID accounts
- Paid Media, OOH and on-property creative live
- Site takeovers launch
- Events, activations and influencer visits
- Collaboration with field teams
- Testimonial shoot and approval
- TBD premiere activation execution

- **Sustained efforts into 2021:**
 - Paid media, OOH and on-property creative
 - Digital and home-release calendar pulses
 - Collaboration with studio field teams
 - Ongoing influencer visits

TOP LINE MARKETING PLAN

Creative Guides:

- Title
- Key art: Ver 1,2,3,4
- Teaser trailer
- Full trailer
- Tag lines
- Calls to action
- Avatar Cards
- On and off property collateral
- Testimonials
- Site takeovers
- Events & Activations

Studio & Talent Participation:

- TBD - support on distribution has proven to be extremely beneficial during pre-sale, launch and sustained efforts.
- Utilize fan loyalty & rewards programs
- Amplify across available platforms

Press & Media:

- Partnership announcement
- Title announcement
- Key art / teaser trailer release
- Full trailer release - turn on presale
- Early / exclusive press & media preview
- All other press & media preview

Digital:

- Incorporate into all internal digital efforts: site support, social, email, etc.
- Push across all campaigns and messaging

Paid Media:

- Incorporate into all paid search & social efforts and investments

Out of Home (budget dependent):

- Digital and print networks across partner property
- Mural, billboard, bus ad, wild posting and hoarding deployment

On-Property (use of all on property assets):

- Dynamic media screens
- Window dressing
- Site take-overs
- Consumer products
- Staff uniforms
- Photo moments
- Stunt / social moment
- Property takeovers
- Sponsorship opportunities
- Exclusive engagement
- Private events / access

Events / Activation:

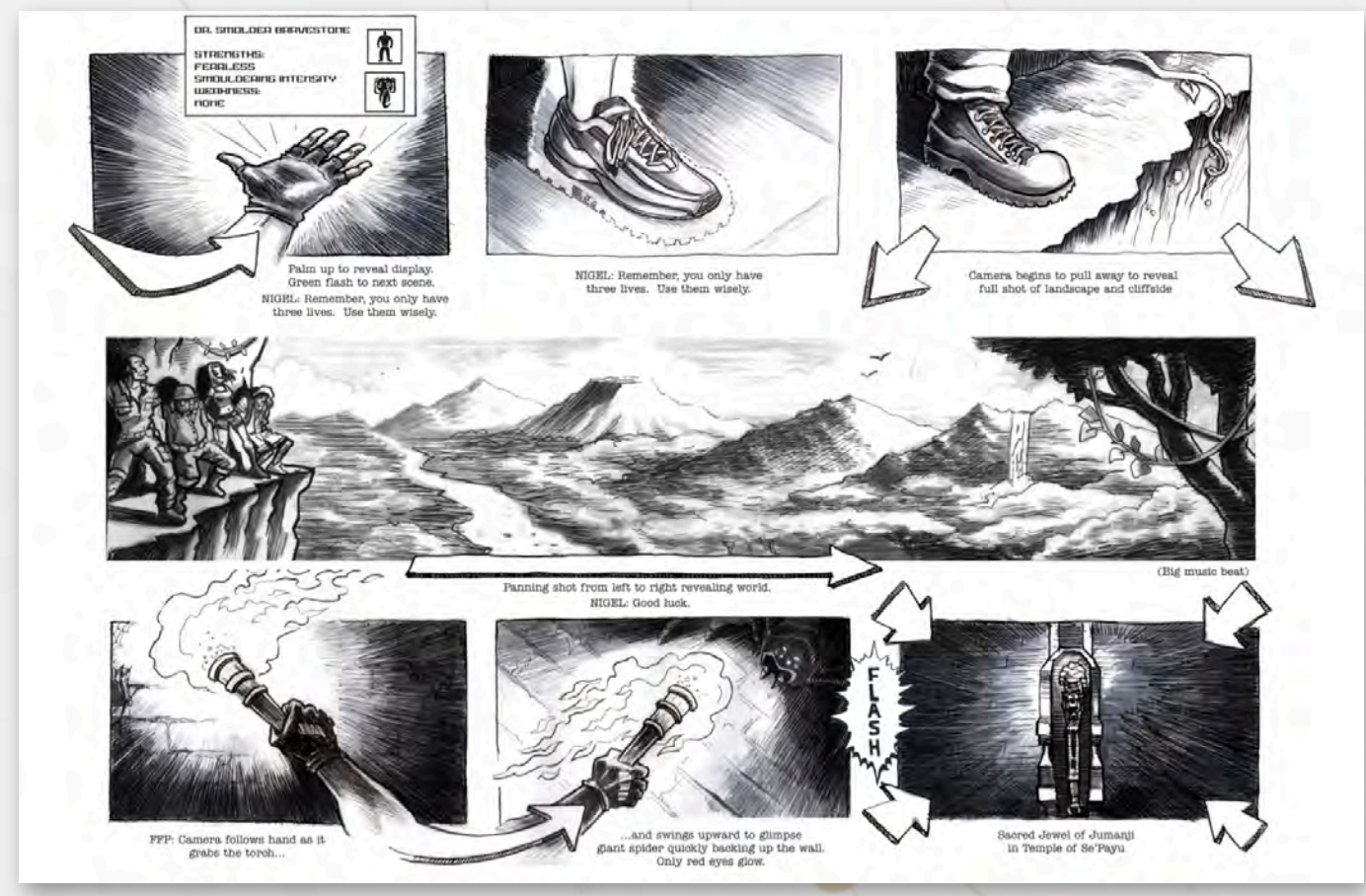
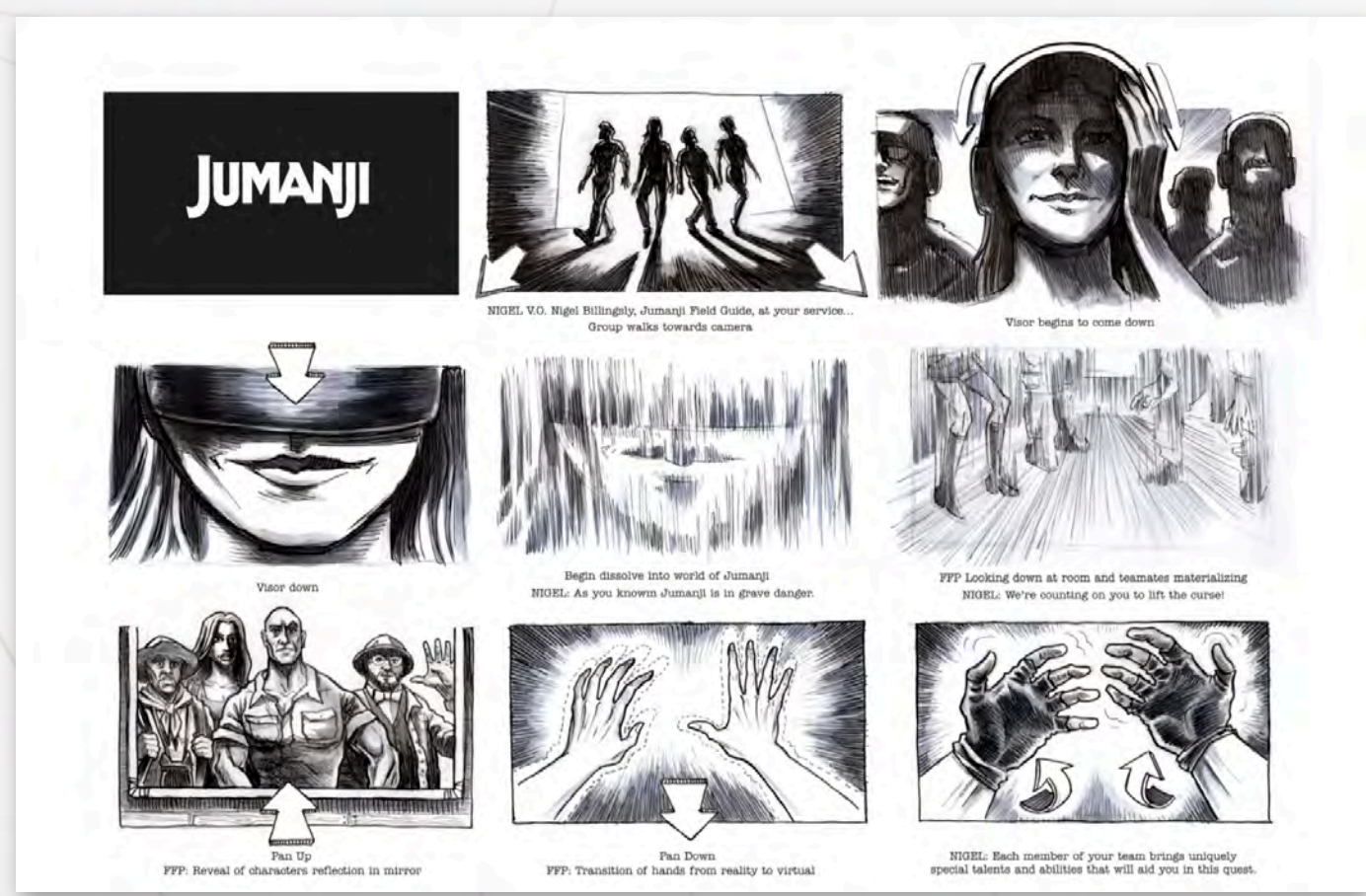
- On / Around location(s)
- Conventions (i.e. Comic-Con - coincides w/launch)
- Red Carpet
- Sponsorship

Fan Engagement:

- Give aways - limited product, trips, tickets, etc.
- On-property fan contests
- Social contests
- Scavenger hunt
- Fan sweepstakes

CREATIVE DEVELOPMENT

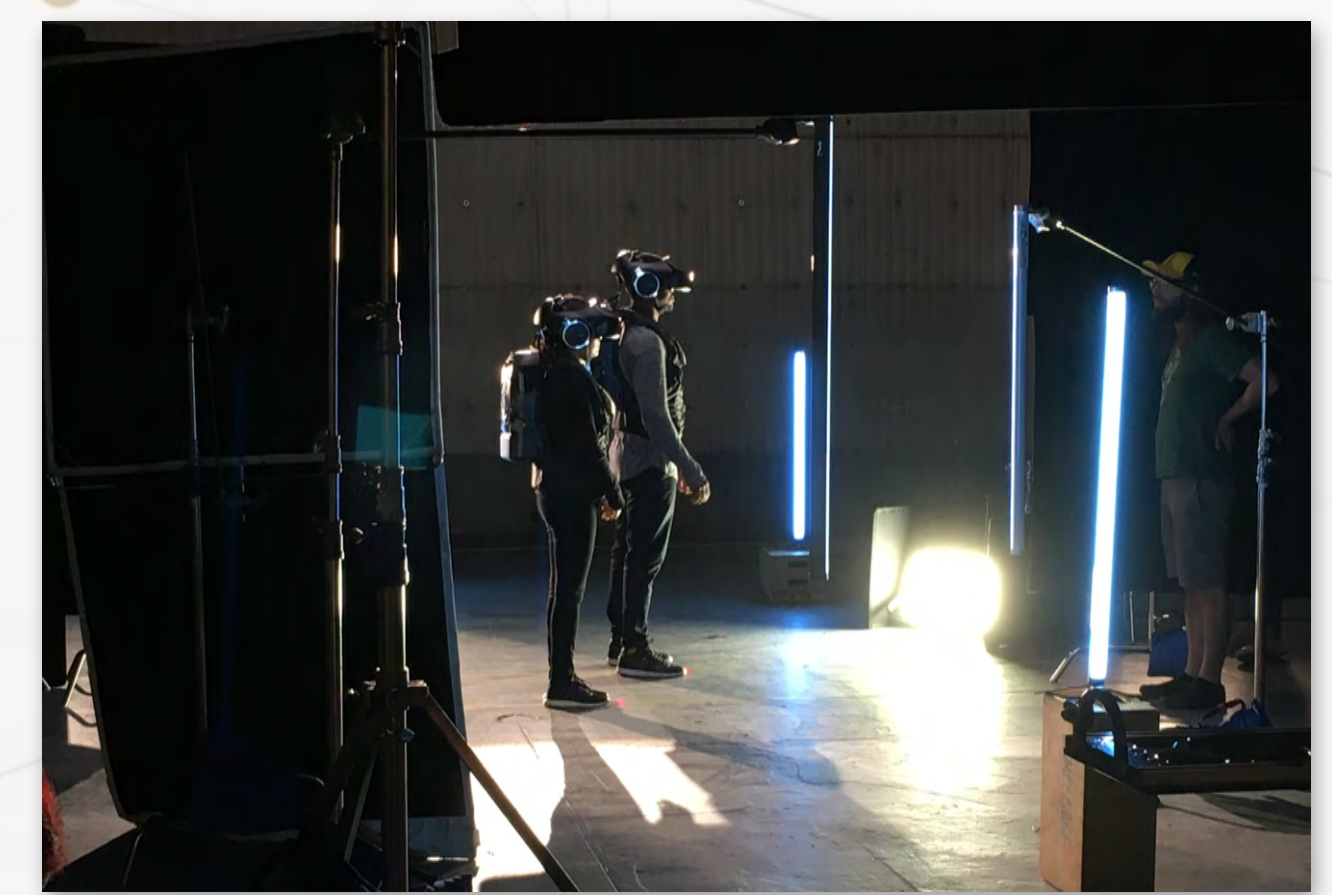
The VOID Brand & Marketing Team works closely with the Studio, developers and production teams on creative assets to support all brand marketing and engagement efforts. This includes: concept art, key art, story trailer, social content, website content, on and off property media (earned & paid). Additionally, this team collaborates with talent, social teams, field teams and activation partners.



Concept Art



Key Art



BTS Footage

ASSET CREATION

TEASER TRAILERS



<https://www.youtube.com/watch?v=DwxzK8ipVka>

FULL TRAILERS

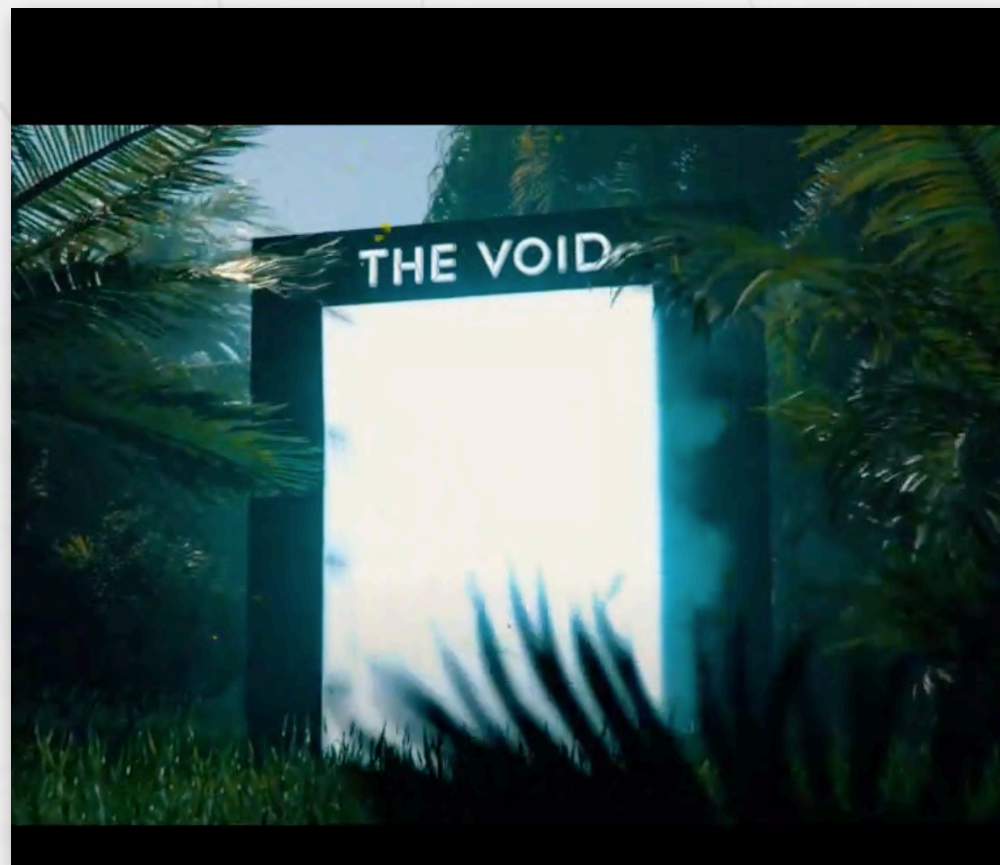


<https://www.youtube.com/watch?v=pWi-Qtw5RBU&t=1s>

FAN MOMENTS



<https://www.youtube.com/watch?v=JvetpLVFmS4>



<https://www.youtube.com/watch?v=BOBNbRh0Jvo>



https://www.youtube.com/watch?v=Oad_t6k3w5c



<https://www.youtube.com/watch?v=nZH8A3l0qFY>

TALENT PARTICIPATION

In partnership with content studios, The VOID has worked with some of Hollywood's biggest stars and franchise icons to include both voice and likeness in experiences, creative development and marketing campaigns.

Ghostbusters: Dimension

Dan Aykroyd



Star Wars™: Secrets of the Empire

Diego Luna

Alan Tudyk



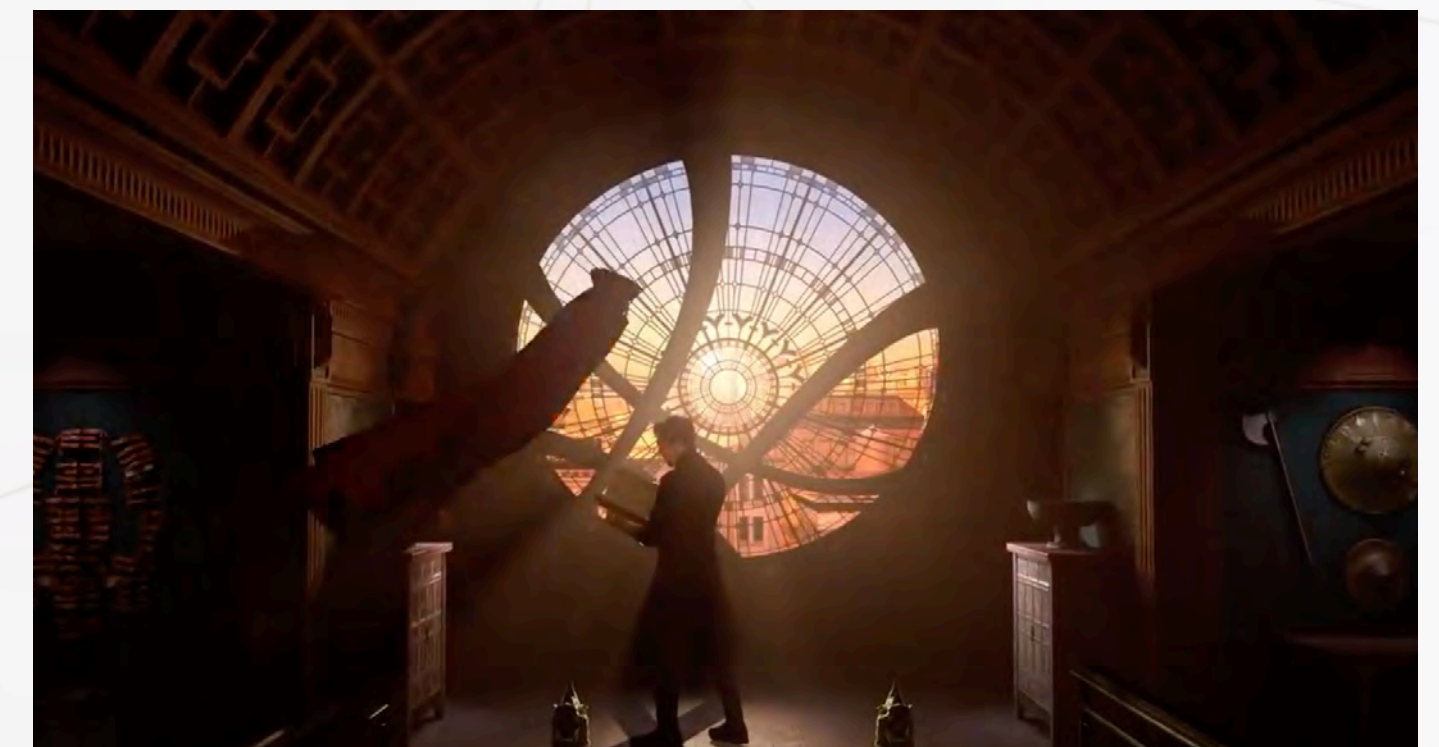
Avengers: Damage Control:

Letitia Wright

Benedict Cumberbatch

Evangeline Lily

Taika Waititi



Jumanji: Reverse the Curse:

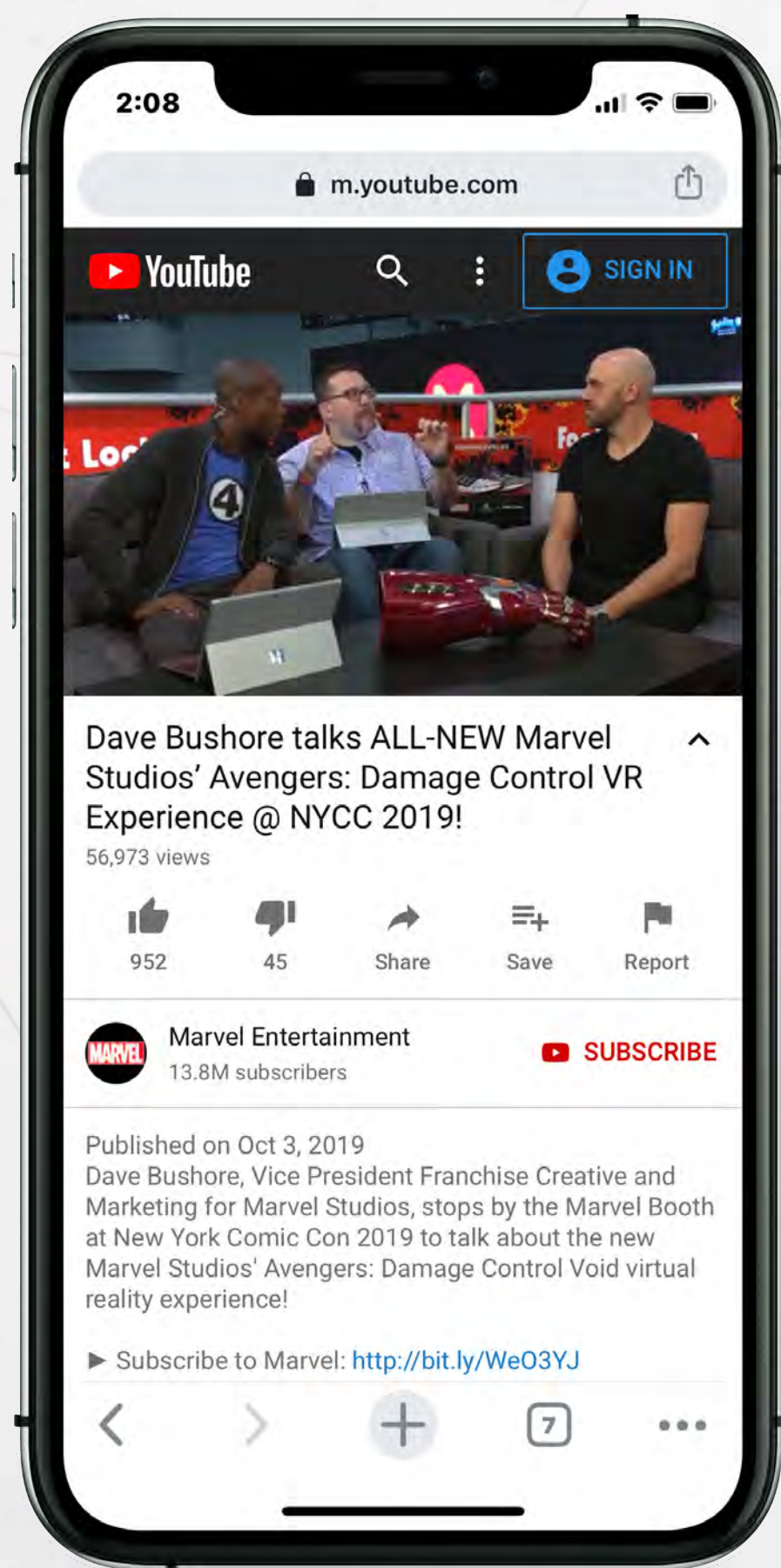
Rhys Darby

Dwayne Johnson

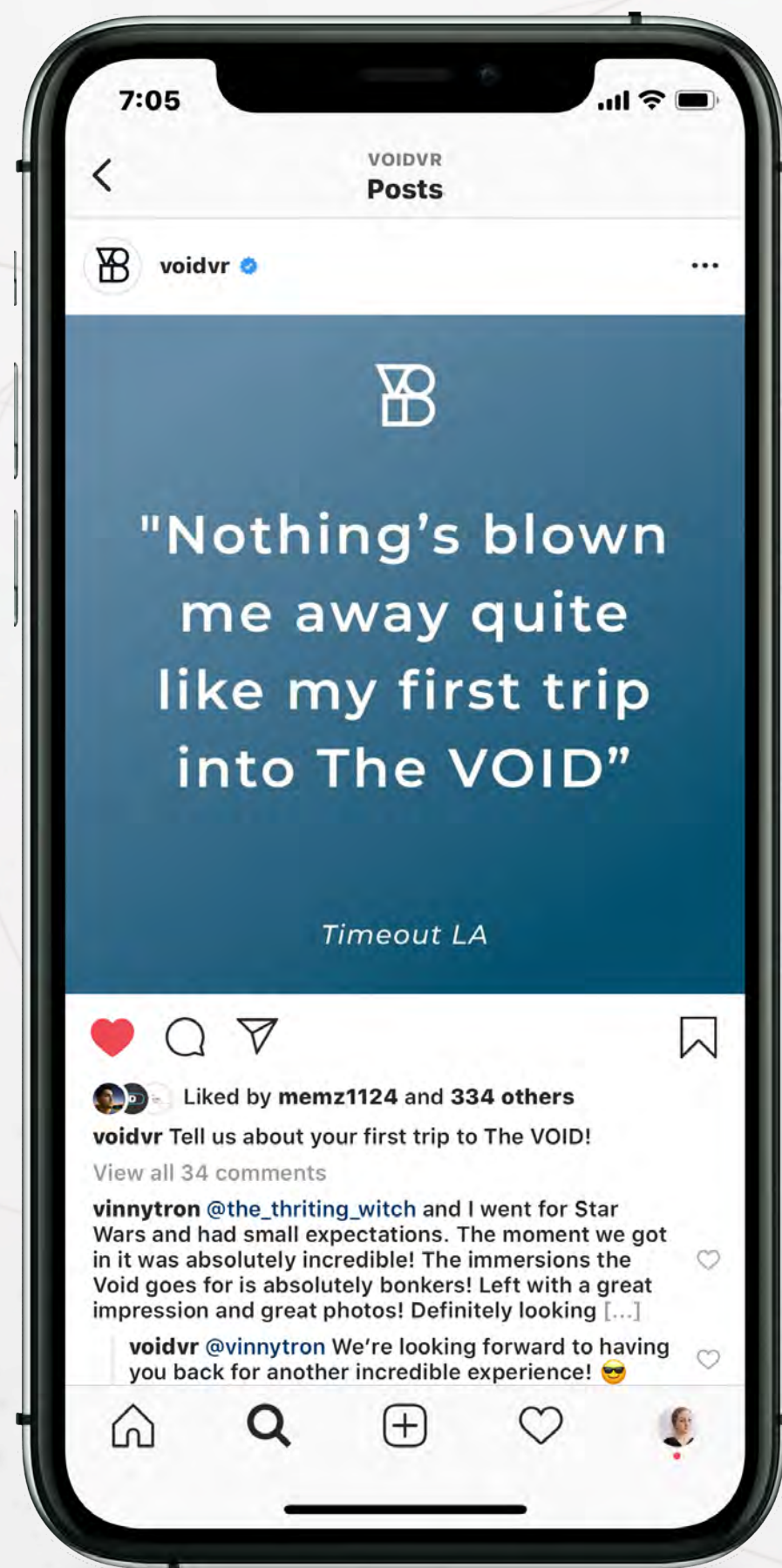
Jack Black

Karen Gillan

PRESS



Marvel Press @ NYCC



The New York Times

“I have seen a lot of great V.R. experiences, and nothing comes close to what The VOID is doing.”

Fast Company

“The Void’s hyper-reality experiences allow you to do more than just enter a new world—you get to touch, feel, interact, and even smell truly terrifying environments.”

Forbes

“Star Wars: Secrets of the Empire isn’t just the biggest VOID project ever- it’s also perhaps the most entertaining VR experience currently available to the public.”

Polygon

“The experience was nothing less than magic. And, it’s creators tell me, that’s because it is”

CNET

“When I took off the headset afterward, I thought I was finishing a ride at Disneyland. And that’s the type of feeling more VR still needs.”

Variety

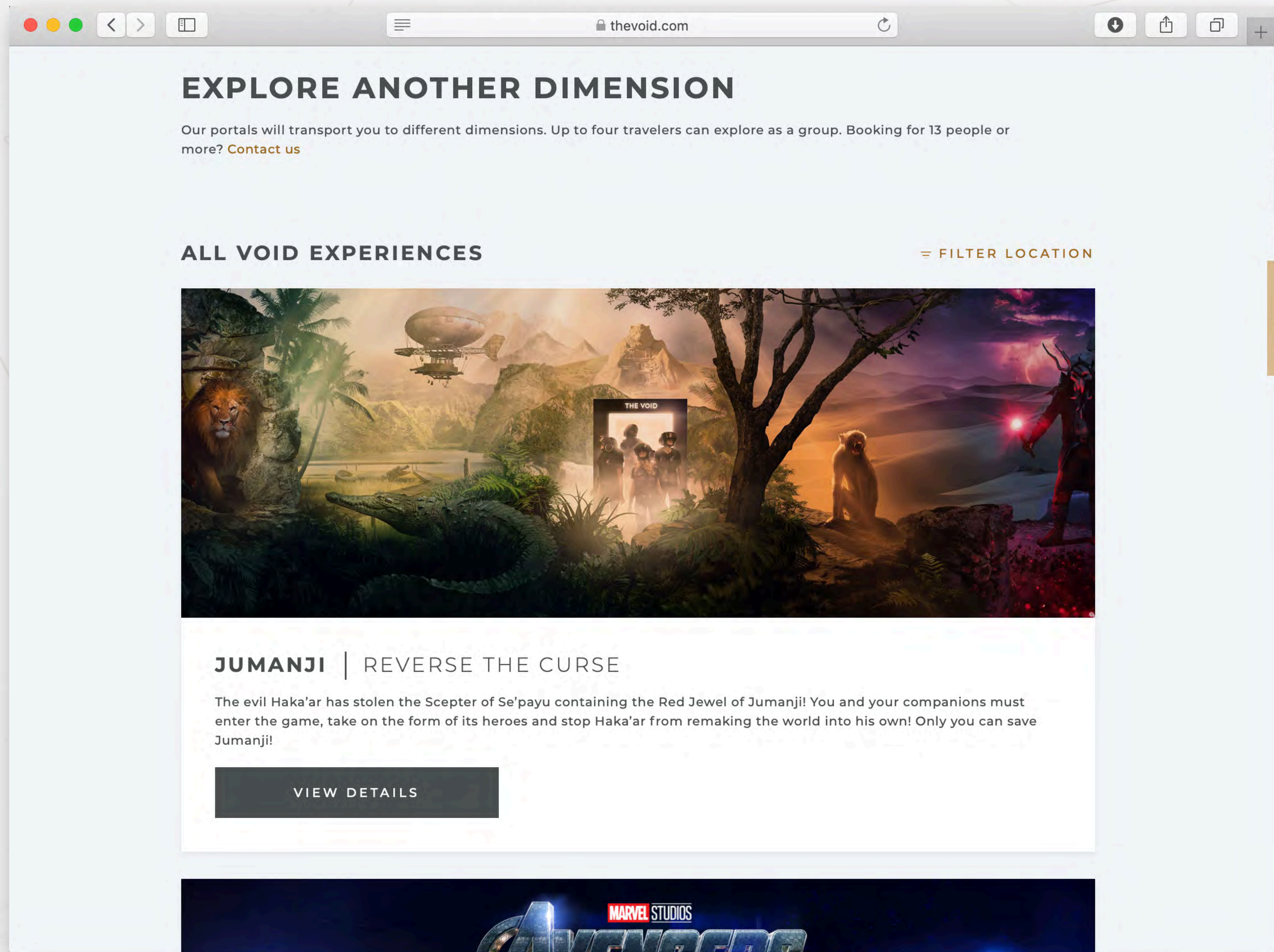
“The power of ‘The VOID’ allows guests to step into worlds that were beyond their reach until now.”

FAST COMPANY

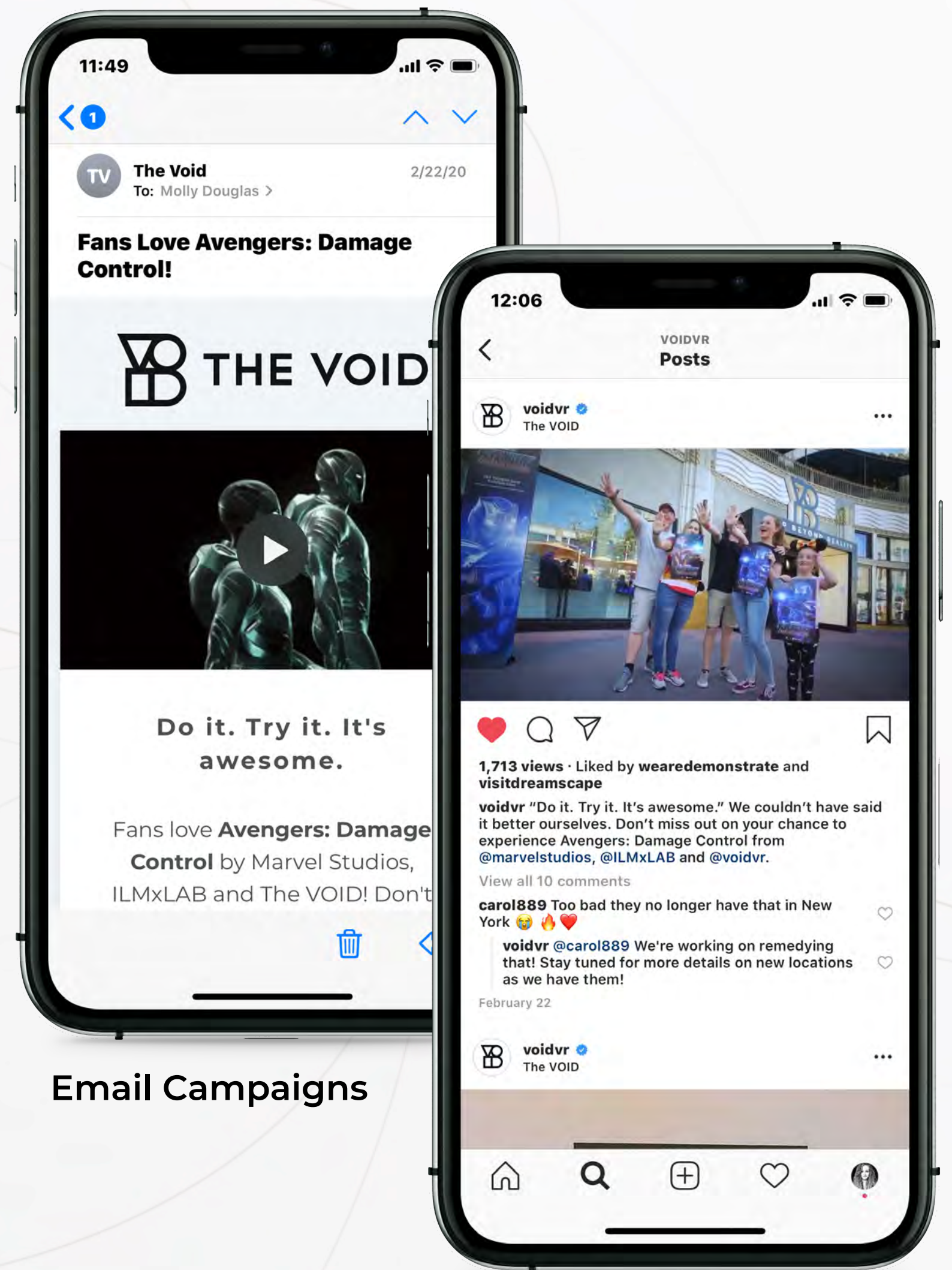
Forbes



The New York Times



thevoid.com



Email Campaigns

Organic & Paid Social

ON-SITE & ON-PROPERTY



Photo Moment | Santa Monica, CA



Site Takeover | New York City, NY



IP Standees | San Francisco, CA



Dynamic Media Screens | Washington D.C.



Windows & Media Screens | Mall of America

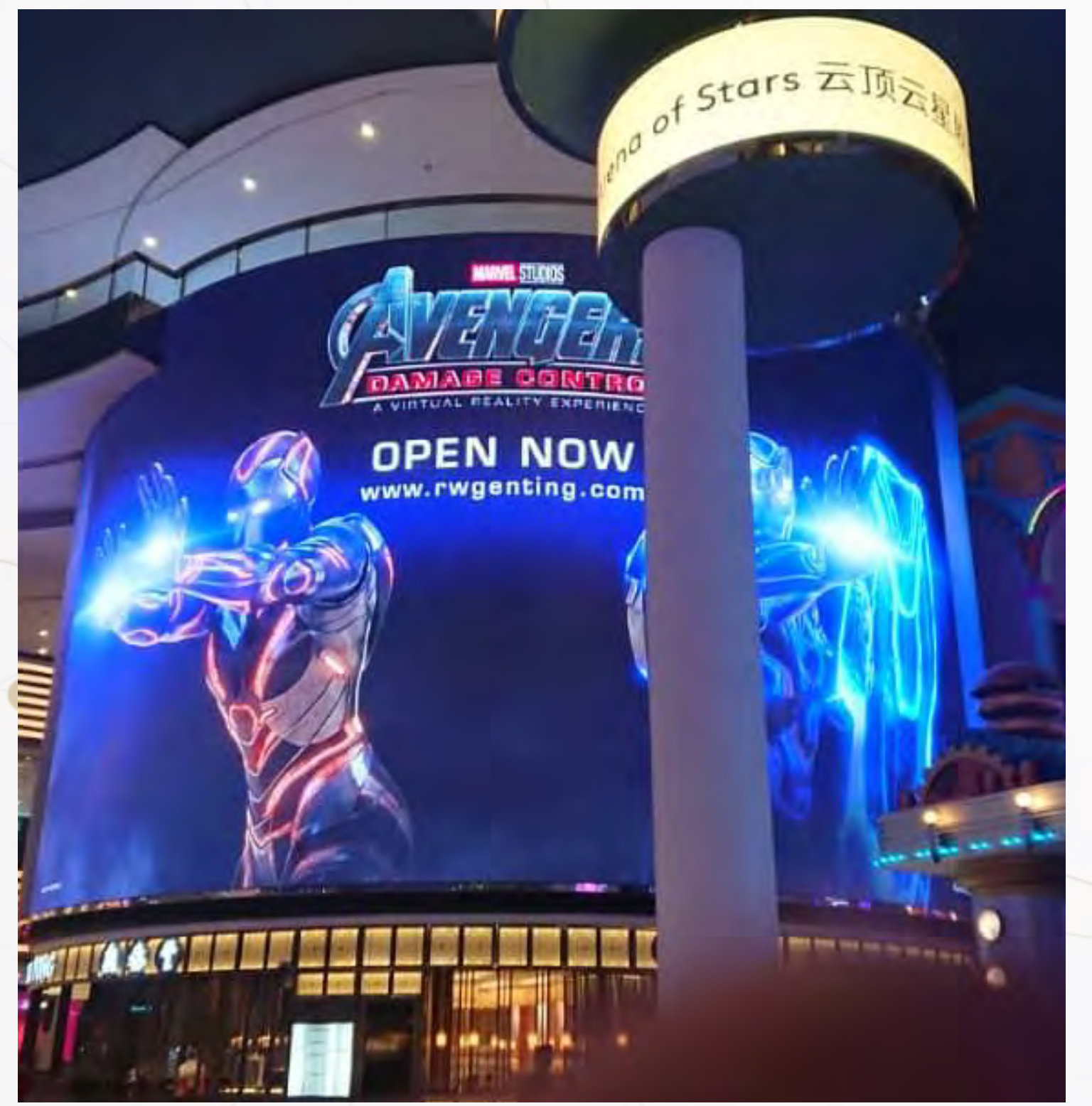
PAID MEDIA & OOH



Wild Postings



Property Wayfinding



Large Scale Digital

EVENTS & ACTIVATIONS



NYC Event & Pop-Up

Atlanta Event

Hollywood Red Carpet Activation

FAN MOMENTS

Unique fan engagement opportunities that celebrate the wish fulfillment of becoming your favorite character and stepping into your favorite story. Past fan moments have included giveaways, collectible collateral, product assortments, talent participation, sweepstakes and events & activations.



TALENT & INFLUENCERS

We work closely with Studios and press teams to include talent and influencer participation across our locations, events and activations. These include location takeovers, meet and greets, on-air segments, red carpet events, social takeovers and testimonials.



https://www.youtube.com/watch?v=3_-



Past partners and guests include:

Jimmy Fallon
Chris Martin
Idris Elba
Logic
Pete Wentz
Jermaine Dupri
Adam Sandler
Diego Luna
Rhys Darby
Morgan Turner
Madison Iseman
Ser'Darius Blaine
Ali Wong
Noah Cyrus
FaZe Clan
thebackpackkid

Among others





THE VOID



THE OMNIVERSE