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POWER DESIGN LAUNCHES MOVIE SITE FOR SNOWFALL FILMS/MIRAMAX

FEBRUARY 20, 2003 // PHILADELPHIA, PA //

Client: Snowfall Films and Miramax

Project: www.plotswithaview.com

Audience: Movie lovers everywhere.

Goal: To build buzz for the film release of *Plots with a View*.

Challenges: To market a film about rival funeral directors in a small Welsh town to both a young and middle-aged audience.

Solution: Utilizing the strength of the script and characters, the site capitalizes on the comedic aspect of the film. A visitor can explore areas of the site by navigating the front page of the Wrottin-Powys town newspaper. Audio clips accompany transitions into sections about Featherbed Funeral Home, cast, crew, photos and downloads. Colorful wallpaper is available for fans to customize their desktops with favorite cast members. The site successfully delivers the flavor of the script, offers just enough storyline to be compelling, and highlights popular characters to build a fan base.

In addition to the Web site, postcards that included the Web address were distributed at two film screenings during the 2003 American Film Market in Santa Monica. The Miramax film, starring Brenda Blethyn, Alfred Molina, Naomi Watts, Lee Evans, Robert Pugh, and Christopher Walken, has been released on screens in Europe and the official site launch was announced at AFM screenings in the U.S.

Quote: "Power Design did a fantastic job in bringing the script to an Internet environment. The Web site is a delightful companion to the film," says Suzanne Lyons, Producer, Snowfall Films.

Skill Sets: Creative concepts, Design, Design Direction, Copy Writing, Programming, Project Managing, Research.

Technology: Flash, HTML

about power design

Founded in 1994, Power Design is an award-winning, graphic design studio creating outstanding creative solutions in all areas of online and off-line media. The studio has headquarters outside Philadelphia on the Main Line in Wayne, PA and an office in Los Angeles, CA.

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