



ROCKY HORROR
INTERACTIVE EXPERIENCE
FOR THE 40TH ANNIVERSARY 2015

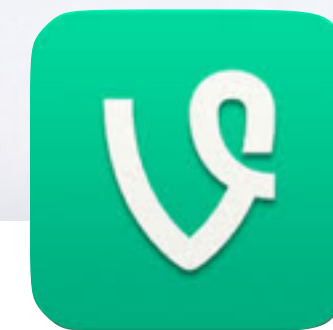
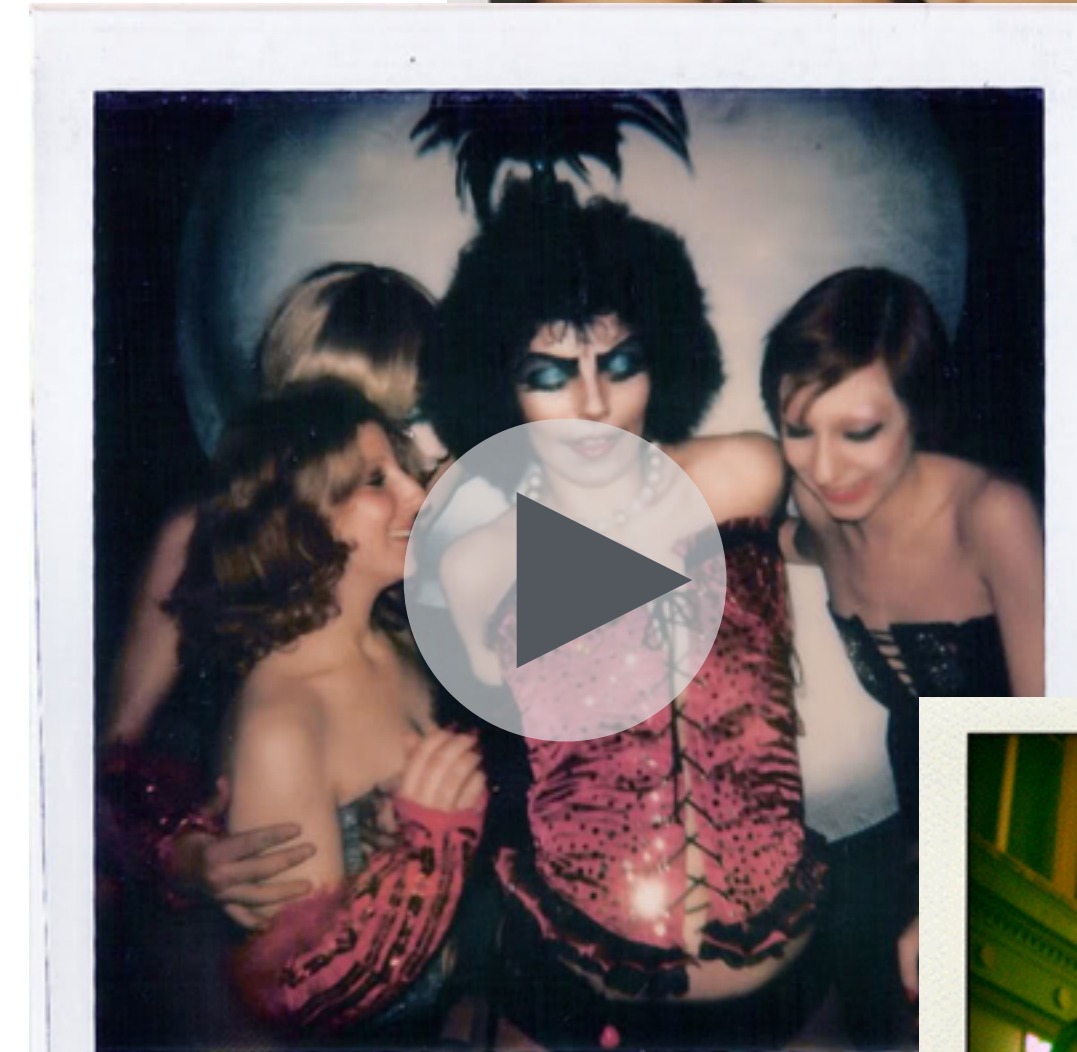
produced by



PRE-PRE-SHOW

The start of our interactive Rocky Horror journey will be a pre-show campaign to create buzz across social media networks prior to the night of the show. In addition to pre-arrival social feeds there will be a call to action in the lobby of the theater for audiences to take pictures of themselves dressed in costume, also posting out to social networks to enhance the viral buzz around the 40th Anniversary showings.

The photo booth and social campaign will capture the images for an in-show event as part of the main feature.



PRE-SHOW

Once audiences enter the theater they will be treated to a unique pre-show that will include:

- i. A Custom public service announcement (PSA) that is cheeky and titillating, ensuring the crowd that they have indeed entered the right theater and are in for a truly immersive experience.
- ii. A mash-up of Rocky Horror Picture Show scenes/ characters controlled by a volume meter that measures the audience's favorite RHPS characters through cheering

Through audio capture enabled by Audience Entertainments interactive cinema solution, the audience will be able to interact directly with the pre-show and see a completely new kind of PSA delivered by their favourite character(s).



Welcome to the Show



**CHEER
METER**

DURING THE SHOW (PART 1)

The first half of the in-show campaign is designed to make the audience feel like they are an even bigger part of the film, giving them the opportunity to not only control the action on screen but also to show-up on screen as well. In the first half of the film we will do this at two points:

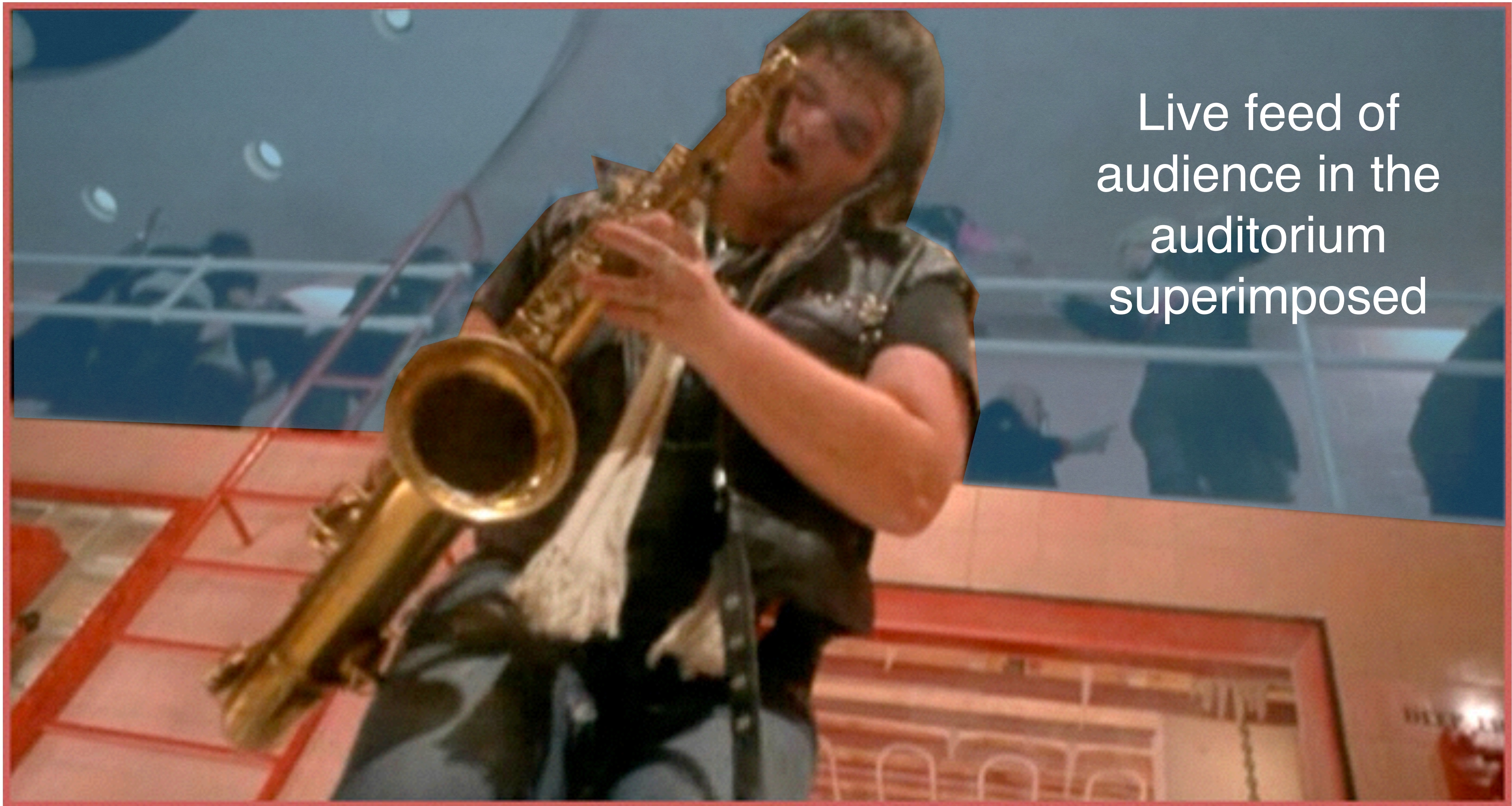
- i. Antici...pation (27:28) – During this famous scene with Dr. Frank-N-Furter and pause button will appear on the screen with a call to action for the audience: to continue the film they will need to say “pation”
- ii. Eddie’s Song (43:00) – During Eddie’s solo number members of the audience will be captured live from the auditorium and super-imposed as background dancers.





ANTICI

?



Live feed of
audience in the
auditorium
superimposed

INTERMISSION

Dammit, it's the intermission! Or "Let me if I may, take you on a journey" (10:36)

During the intermission we will create a special show that will keep the mode high for the next half of the film.

For the half time show an interactive game along the lines of "Would you rather?" will be played where audiences will be allowed to choose their favorite character from two options, these options will be:

- i. Brad or Janet
- ii. Magenta or Columbia
- iii. Eddie or Riff Raff
- iv. Rocky or Dr. Frank-N-Furter
- v. The Criminologist or Dr. Everett Scott

(The choices will be made using motion, meaning the audience will lean left or right to choose 'who they would rather')

After the audience is through deciding their favourites character, all 5 characters will appear on screen, striking their most seductive pose. After they are shown a curtain will fall across the images and silhouettes of actors performing an "Accidental intermission orgy" (approx.10 seconds) will appear.

Additional activations during the intermission could be:

- i. An Explore the lab game*
- ii. A Singing contest with Frank-N-Furter as M.C.*

WOULD YOU RATHER?



Frank-N-Furter



Rocky Horror

INTERMISSION

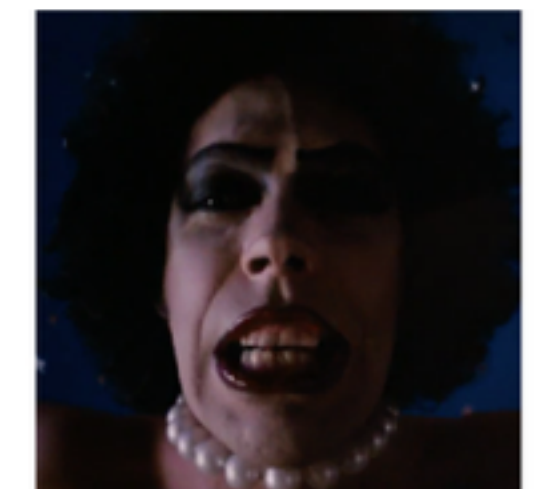
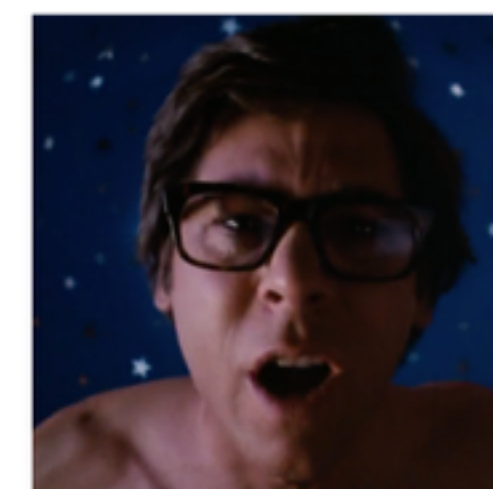
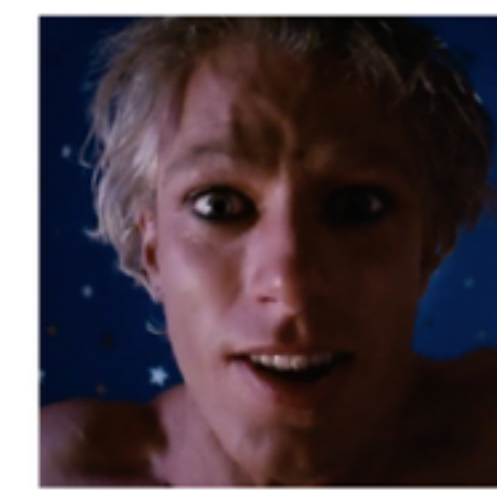
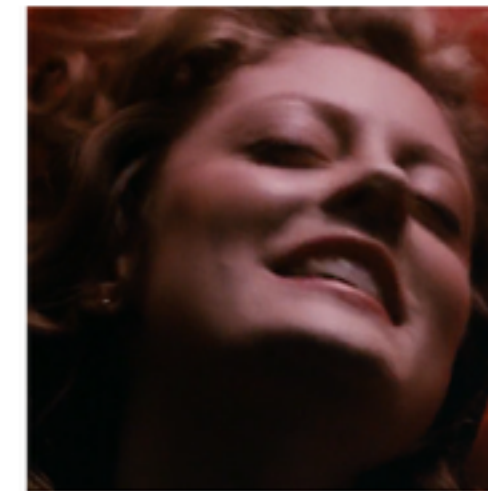


DURING THE SHOW (PART 2)

- A) During Janet's "Creature of the night" routine, audience members will be superimposed as Creatures of the night from their Vine videos as an integral part of the film. (see Pre-pre show).
- B) Reflecting pool – Also using Vine clips or images captured from the photo booth, audience members will be super-imposed in the swimming pool scene near the end of the film. This can also be done using a live feed from the auditorium.



CREATURE OF THE NIGHT



POST-SHOW

- A. Images of audience members either captured from the phone booth or during the show will be shown on screen to match-up with the character they are dressed during the closing credits.
- B. It's just a jump to the left – As soon as the credits are finished rolling the scene of The Criminologist showing the dance moves to “Time Warp” will appear and pause with a CTA telling the audiences to “jump to the left” once they do, a second CTA will appear, telling them to take a step to the right which will then activate the Time Warp dance numbers.
- C. While the “Time Warp” plays a split screen will appear of audience doing the time warp in the aisles along with the film.
- D. A post show PSA will remind audiences to create an Accidental orgy campaign of their Facebook friends (similar Jibb-Jabb). A link will be provided on screen and on one of the physical items in the grab bag, it will also be sent to those who posted vines, or Instagram photos of themselves during the show.

LET'S DO THE TIME WARP

