

Case Study

The Spiderwick Chronicles

Paramount Pictures International

Brief

Paramount Pictures International wanted a “money can’t buy” promotional prize to generate stand out media coverage for the international release of their film The Spiderwick Chronicles. The prize needed to be highly appealing to their target market in 15 different countries, and tie in closely with the themes of the film.

Concept

Their world is closer than you think... Alchemy took over a private castle in Scotland and transformed it into Spiderwick Manor, complete with its resident boggarts, brownies, faeries and ogres. Families from all over the world experienced the unseen world around them as they solved clues and completed tasks to track down the missing ‘Field Guide to the Fantastical World Around You’.

Activities

Alchemy managed the whole creative and redemption process from designing the concept through to hosting the Spiderwick Manor experience in Scotland, including communicating with prize-winners from numerous different countries in their native languages.

Result

“Alchemy created a unique experiential event as an international prize for one of our big family releases. We were impressed by the synergy that Alchemy delivered between the film and prizing event - sending the winning families on their own hunt through fantastical experiences for the missing pages of the Field Guide. Along with various other themed hooks and a great Scottish Castle as the Spiderwick Manor, this concept gave our media partners a lot of mileage in which to promote this film and gained a great amount of consumer interest. A successful formula!”

Lucy Thomas, Vice-President Promotions,
Paramount Pictures International



Promotions & Incentives

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