

INTERNATIONAL RELEASES

TOTAL INTERNATIONAL BO TO DATE:

\$56 073 277

6.1M Admissions

A fantastic crowd pleaser and a real worldwide hit!

**OVER \$96M FRENCH BOX OFFICE
12M Admissions**

GERMANY

THE 2ND BIGGEST FRENCH FILM AFTER *THE INTOUCHABLES!*

As of today:

\$32 673 900 M BO

3,6M Admissions

Release strategy

Distributor: Neue Visionen (*Paulette* cumed 575 260 admissions last year)

Title: **MONSIEUR CLAUDE UND SEINE TÖCHTER** (Monsieur Claude and his daughters)

Release date: July 24th on 224 prints

Opened #3 behind *Transformers* and new release *How to train your Dragon 2*, and ahead of local films.

Extensive outdoor, TV, press and web buying with a focus on

Facebook (14 856 likes !) - <https://www.facebook.com/monsieurclaudeundseinetochter>



GERMANY

PR & Previews

- Press junket with Philippe de Chauveron and Christian Clavier
- Public prize at the Emden film festival
- 140 sneak previews (popular screenings where the audience doesn't know which film it will screen)
- 240 paid previews
- 11 official previews with the director and Noom Diawa

Outstanding results (75% to 78% positive and 82% recommend the film)

THE OBJECTIVE

Show the film months before the release to a large number of people

- Generate a strong word-of-mouth and cover the whole territory
- The latest big French BO success after *The Intouchables*

The film targeted **a large audience** of comedy fans (and not only French comedies)



GERMANY

Press quotes

« After *INTOUCHABLES*, the new great hit from France » **JOY**

« Every single scene in *SERIAL (BAD) WEDDINGS* is a great fun and as non-politically correct as it could be » **BRIGITTE**

“Admirable” **STERN**

“With a perfect timing and very generously, director de Chauveron makes fun of everyday racism and of the multiculturalism fear. A smart comedy for smart people, as we don't get to see that often. **KULTURSPIEGEL**

« The Hit comedy from France : with great cast and witty jokes, clichés and prejudices are lovingly used all the film long » **BILD**

GREECE and CYPRUS

THE #1 FRENCH FILM OF THE YEAR, EVEN OUTGROSSED THE INTOUCHABLES!

After 27 weeks:

\$1 209 579 BO

131 108 Admissions

RELEASE STRATEGY

Distributor: Odeon

Title: **THEE MOU TI SOU KANAME** (God, what did we do to you?)

Release date: June 5th on 11 prints

Against *Dawn of The Planet of The Apes*, *22 Jump Street*, *Hercules*, *Dany Boon's Super-Hypochonder*

The film had the highest print ratio on the week of its release

Positioning: A laugh-out-loud comedy

A massive BO success in France



→ Significant TV, radio and web campaigns supported a positive word of mouth

→ A fantastic crowd pleaser and the sleeping hit of the summer

PORTUGAL

THE BIGGEST FRENCH LANGUAGE SUCCESS OF THE YEAR!

After 18 weeks:

\$724 554 BO

108 407 Admissions

Release strategy

Distributor: Outsider (*9 Months stretch, The Golden Cage*)

Title: **QUE MAL FIZ EU A DEUS** (God, what did we do to you?)

Release date: July 24th on 31 prints (23 cities)

1 week after *Dawn of The Planet of the Apes, Planes* and against *Purge: The Anarchy* and *The Immigrant*. No French film around the date.

Positioning: The French comedy of the year, the next big hit after *The Intouchables*

Media partnerships: Daily newspaper JORNALI, TIME OUT, EMPIRE

PR: Two Premieres in Lisbon and Porto

Target: Women 20 – 45, French comedy fans



KOREA

4 FRENCH FILM OF THE YEAR

After 7 weeks:

\$1 200 800 BO

190 000 Admissions

RELEASE STRATEGY

Distributor: Bloomage (*The Intouchables*)

Release date: October 16th 2014 on 200 prints

One week after *Dracula Untold* and one week before *Gone Girl*

Target: A large audience (families and mixed 20-30)

Positioning: An hilarious comedy and a huge hit in France and abroad.

The new French comedy after *The Intouchables*.

- Promotion via a popular local talk-show: “Non Traditional Summit”, where journalists from different nationalities will take the film as an example to talk about their different lifestyles and cultures.
- Preview screenings promoted by these journalists
- Brand partnerships
- Biggest P&A spend on the web



SWEDEN

#1 FRENCH LANGUAGE FILM OF THE YEAR!

After 6 weeks:

\$470 712 BO

38 137 Admissions

RELEASE STRATEGY

Distributor: Noble Entertainment AB (*Asterix, On the Road*)

Title: **BROLLOPSKAOS** (“Wedding disorder”)

Release date: October 17th 2014 on 80 prints

One week after *Dracula Untold* and one week before *Fury*

Target: Women 25 +

Positioning: Hilarious and contemporary comedy on love and tolerance.

The next BO hit after *The Intouchables*

- Preview screenings
- Extensive outdoor and print campaign
- Focus on the web campaign
- Media and brand partnerships, contests



CZECH REPUBLIC and SLOVAKIA

#1 FRENCH LANGUAGE FILM OF THE YEAR!

After 7 weeks:

\$567 324 BO

95 061 Admissions

RELEASE STRATEGY

Distributor: Cinemart (German hit comedy of the year « *Fack ju gothe* »)

Titre local: **CO JSME KOMU UDELALI** (« *What have we done ?* »)

Release date: October 23th 2014 on 90 prints

One week after *Dracula Untold* and one week before *Let's Be Cops*

Target: A large audience (families and mixed 20-30)

- 40 TV spots on the week of the release
- 35 radio spots the week prior to the release
- Strong Internet presence (partnerships, Google Display, Youtube, cinema website)



POLAND

THE #1 FRENCH LANGUAGE FILM OF THE YEAR - OUTGROSSED *WELCOME TO THE STICKS!*

After 3 weeks:

\$835 310 BO (original BO target: \$995 200)

147 522 Admissions

RELEASE STRATEGY

Distributor: Gutek (*The Intouchables, Amelie Poulain, La Vie d'Adèle*)

Titre local: **ZA JAKIE GRZECHY, DOBRY BOZE** (What did we do to deserve this?)

Release date: November 14th 2014 on 102 prints

One week after *Interstellar* and *Hello I love you* (local blockbuster)

One week before *Hunger Games*

November is strong month locally

- Warm welcome from the press and the public in the preview screenings
- TV and radio campaigns on the biggest channels
- Extensive press and web campaigns on people, women and weekly media



ISRAEL

Already outgrossed Malavita which was the top French film in 2014 !

After 2 weeks:

\$337 768 BO

45 926 Admissions

RELEASE STRATEGY

Distributor: New Cinemas (*Barbecue, Les Femmes du 6 étage*)

Titre local: **LAMA ZE MAGIA LI** (What did I do to deserve this ?)

Release date: November 27th 2014 on 24 prints

Target: Mixed 30 +

Core target: 40 +

Positioning: Funniest French comedy of the year. The film is about the Jewish community and emigration

PR: Gala screening at the Haifa Film Festival mid-October

A press & public screening at the Tel Aviv Cinémathèque mid-December

- TV & radio spots
- Ary Abbitan's interviews on papers and radio
- Internet (Facebook page)



SPAIN

Titre local: DIOS MIO PERO QUE TE HEMOS HECHO? (My God, what have we done to you?)

Release date: December 19th on 300 prints

One week after *The Hobbit*, against *Big Hero* and one week before *Night at the Museum 3*, *Unbroken*

BO target: 500 000 admissions (on par with *Welcome to the Sticks*)

RELEASE STRATEGY

Distributor: A Contracorriente (*The Heartbreaker*, *The Intouchables*, *Me, Myself and Mum*)

Target: Large audience (young adults of 20+, high middle class, skewing female)

Positioning: A modern and family comedy about today's current religious and racial issues.

A fun, daring, attaching, kindly tone: a 'feel good' movie

The biggest French success for years (BO numbers in France, Germany)

Festivals: Malaga French Film Festival (Public prize)

- 70 preview screenings all over Spain with local influencers
- Official Premieres and press junkets in Barcelona and Madrid with Philippe de Chauveron and Elodie Fontan
- Outdoor campaign in the biggest cities
- In-theatre campaign with standees and contests

EL MAYOR ÉXITO DEL CINE FRANCÉS EN AÑOS
12 MILLONES DE ESPECTADORES

DIOS MÍO, ¿PERO QUÉ TE HEMOS HECHO?

Bienvenidos a la familia Verneuil

Las hijas Los yernos



CHRISTIAN CLAVIER CHANTAL LABRY ARY ABITTAN ANI SARADOUN FÉDÉRIC CHAU NIOM DIABARA FÉDÉRIQUE BEL JULIA ÉLIE ELODIE FONTAN
LOS PADRES
UNA PELÍCULA DE PHILIPPE DE CHAUVERON



UPCOMING INTERNATIONAL RELEASES

	Release date	Distributor
Singapore	11-déc.-14	Cathay
Denmark	11-déc.-14	Miss Label
Spain	19-déc.-14	A Contracorriente
Hong-Kong	1-janv.-15	Orange Sky
Finland	2-janv.-15	Miss Label / Future Film
Argentina	janv.-15	CDI Films
Chile	janv.-15	CDI Films
Italy	5-févr.-15	Italian International Films
South Africa	13-févr.-15	Ster Kinekor
Brazil	Tbc	Providence
Colombia	Tbc	CDI Films
Mexico	Tbc	CDI Films
Venezuela	Tbc	Blancica
China	Tbc	Orange Sky