

THE INDUSTRY TRUST AND WALT DISNEY STUDIOS UK LAUNCH EXCLUSIVE MOMENTS WORTH PAYING FOR “MUPPETS MOST WANTED” TRAILER

- *Exclusive Muppets content encourages audiences to choose the real deal*
- *Landmark trailer is first to deliver direct messaging on the functionality of FindAnyFilm*

On Friday 7th February The Industry Trust for IP Awareness and Walt Disney Studios UK will launch an exclusive **MUPPETS MOST WANTED** trailer that sees Kermit the Frog and Miss Piggy guiding audiences to choose official film.

Miss Piggy, Kermit the Frog and the World’s Number One Criminal and dead-ringer for Kermit – Constantine – star in the latest educational trailer. When deciding between Kermit and Constantine, Miss Piggy must choose the “real-thing”, thus helping audiences make the connection that they too should choose the real-deal for their film fixes, using FindAnyFilm.com as the conduit.

This trailer follows on from the success of previous instalments in the *Moments Worth Paying For* campaign featuring original content. Walt Disney Studios UK secured time with the cast and crew of **MUPPETS MOST WANTED** to deliver the exclusive material to help ensure that audiences are not only entertained but also inspired to choose official film, TV and video content.

Weaving together the unique Muppets humour with features of the FindAnyFilm.com service has ensured a more explicit and stronger message is delivered, helping to point film fans to official services by raising awareness of FindAnyFilm as a search engine for official film, all above board. This comes as FindAnyFilm.com has been listed within ComScore’s *Top 20 Film Websites* in the UK, reporting a 700k increase in unique users year on year.¹

To amplify the reach and influence of the trailer, the Industry Trust will implement its successful integrated multi-media approach across cinema, digital, PR, social media and outdoor to complement the **MUPPETS MOST WANTED**’s marketing strategy.

The **MUPPETS MOST WANTED** trailer is the first release of 2014 in The Industry Trust’s *Moments Worth Paying For* campaign. Three years in, the campaign continues to resonate with 16 – 34 year old infringers, with the latest independent tracking research by ICM revealing that those exposed to the campaign are nearly twice as likely to intend to purchase official film as those not exposed to the campaign.²

Liz Bales, Director General at Industry Trust for IP Awareness said: *“We know that bespoke content can significantly increase message take-out across film audiences - so it’s vital we continue to build on that. MUPPETS MOST WANTED features the tongue-in-cheek characters that people know and love, together with an ‘imposter’ theme, making it the perfect fit for our campaign message, inspiring consumers to choose the real deal.”*

Bales continued, *“Copyright infringement is still a key issue that the industry is continuing to tackle and if we can entertain audiences whilst we educate them then we’re engaging them in a more effective way. It’s been wonderful working with Walt Disney Studios UK on this collaboration and we’re delighted with the final trailer. We believe the stronger connection to FindAnyFilm.com in this next evolution of the Moments Worth Paying For campaign will further increase consumer*

¹ Comscore, December 2013.

² ICM, December 2013.

awareness of the huge range of legal alternatives to piracy. And when used in tandem with the FindAnyFilm booking tool will also help nudge audiences out to the cinema.”

Lee Jury, VP and Marketing Head of Walt Disney Studios UK said: *“Disney are committed to the continued efforts of tackling copyright infringement and following our successful Moments collaboration on Iron Man 3 last year, we are delighted to be working in partnership with the Industry Trust again. It is great to be able to merge the wide appeal of the characters from MUPPETS MOST WANTED with the successful Moments Worth Paying For educational campaign, allowing us to inspire and inform consumers of all ages where they can make an official choice – at FindAnyFilm.com. Integrating this trailer within our wider marketing for the film really adds value to the collaboration, so it’s a very exciting partnership to be part of.”*

The Muppets are back! And this time they are taking on the world in an exciting and hilarious new spy thriller that will take you on a whirlwind adventure of mistaken identity, dastardly sidekicks and double dealing doppelgangers. Featuring star turns from Ricky Gervais, Tina Fey and Ty Burrell, and packed with celebrity cameos, MUPPETS MOST WANTED takes the entire gang on a global tour including stops in Berlin, Madrid, Dublin and London. But mayhem follows them overseas as they find themselves unwittingly entangled in an international crime caper headed by Constantine, the World’s Number One Criminal, and dead-ringer for Kermit.

MUPPETS MOST WANTED opens in cinemas nationwide on March 28th 2014. Associated *Moments Worth Paying For* activity will run in cinema, outdoor and online.

- ENDS –

For more information on *Moments Worth Paying For* please contact Sylvia Wan on: 0207 440 0383 / sylvia.wan@industrytrust.co.uk.

Notes to Editors

About The Industry Trust for IP Awareness

The Industry Trust is the UK film, TV and video industry’s consumer education body, promoting the value of copyright and creativity. Its consumer awareness programmes address the on-going challenge of film and TV copyright infringement by inspiring audiences to value great movie moments and choose to watch film, TV and video via legitimate sources. Industry funded, their work aims to engage three distinct audience groups: young people, 16-34-year-old men; and parents, providing extensive insight around audience attitudes and understanding of intellectual property. For more information on the Industry Trust’s work, [visit www.industrytrust.co.uk](http://www.industrytrust.co.uk)

About FindAnyFilm.com

FindAnyFilm.com is one of the UK's leading data services for film fans looking to watch, buy, download, stream or rent legitimate film. Operated by the Industry Trust for IP Awareness, the website offers 40,000 films across all formats, from cinema to DVD and Blu-ray, as well as download and streaming digital (or on demand) services. Visitors can search by title and or talent, and can sort their results by format and price. The original website has been evolved and now includes an API open to all, a cinema booking app available to all UK distributors and javascript links to purchase which can be embedded in film news and reviews content across the web. Whilst the original website has been updated to reflect new formats, an array of tools have been developed to further the reach of the data – including an open API, a CMS based cinema booking app available to all UK distributors and dynamic buttons linking online film review and articles to points of purchase.

About Disney’s new film MUPPETS MOST WANTED:

Like us on Facebook: [Facebook.com/Muppets](https://www.facebook.com/Muppets)
Follow us on Twitter: [Twitter.com/MuppetsStudio](https://twitter.com/MuppetsStudio)

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Disney's "Muppets Most Wanted" is directed by James Bobin and produced by David Hoberman and Todd Lieberman. Bobin co-wrote the screenplay with Nicholas Stoller, who is also executive producer with John G. Scotti. Featuring music from Academy Award®-winning songwriter Bret McKenzie, "Muppets Most Wanted" hits the big screen March 28, 2014.

Starring Ricky Gervais, Ty Burrell and Tina Fey, Disney's "Muppets Most Wanted" takes the entire Muppets gang on a global tour where they find themselves unwittingly entangled in an international crime caper.

NOTES:

- Director James Bobin returns to Muppets mania. For his work as Disney's "The Muppets" director, Bobin was nominated for BAFTA (Outstanding Debut by a British Writer, Director or Producer). He co-created HBO's "Flight of the Conchords," which he wrote, directed and exec produced.
- Bret McKenzie, who won an Oscar® for best original song for "Man or Muppet," returns to the Muppets stage as music supervisor. McKenzie created, co-wrote, executive produced and starred in the hit HBO television series "Flight of the Conchords,"
- Ricky Gervais is the creator of "Derek" and the Golden Globe®- and Emmy®-winning series "The Office" and "Extras."
- Ty Burrell is an Emmy® Award winner for his role in TV's "Modern Family."
- Tina Fey is a Golden Globe®, Emmy®- and SAG Award®-winning actress and writer Tina Fey ("30 Rock," "Mean Girls," "Date Night").
- In the grand tradition of the Muppets, the film features a host of cool cameos. Revealed so far are Danny Trejo, Ray Liotta, Bridgit Mendler, Debby Ryan, Sean Combs, Salma Hayek and Ross Lynch.