**FEEL THE JOY IN THE LATEST MOMENTS WORTH PAYING FOR TRAILER FROM DISNEY.PIXAR’S INSIDE OUT**

On Friday 26th June 2015, The Industry Trust for IP Awareness and Disney.Pixar launches the latest *Moments Worth Paying For trailer* into cinemas. The latest trailer, featuring Disney.Pixar’s highly acclaimed animation “Inside Out”, highlights the emotional immersiveness of movies and a cinema-going experience that is without a doubt worth paying for.

By weaving together the witty animation of “Inside Out”, and the emotions you elicit whilst watching a film, this trailer delivers a more explicit and stronger message whilst still directing film fans to FindAnyFilm. The messaging points film fans to official legal services where they can watch the latest films at the cinema or find their old favourites on DVD, Blu-ray and digitally online.

*“It’s been wonderful to work with Disney.Pixar on this trailer.” said* Sylvia Wan, Digital Communications Manager at Industry Trust for IP Awareness

*“”Inside Out” is a perfect fit for a Moments Worth Paying For, the key messages of the film overlap perfectly with our campaign messaging – one we hope will inspire audiences of all ages to make the right choice.”*

The *Moments Worth Paying For* campaign launched in February 2011 and has since gone from strength to strength. Independent tracking research by ICM revealed that those audiences exposed to the campaign were significantly more likely to pay for official film and TV than those not exposed to it.

The *Moments Worth Paying For* “Inside Out”, trailer continues to use the new tagline, “book, buy, watch”, which not only explicitly demonstrates the ways in which you can access legal Film and TV content via FindAnyFilm.com but gives audiences a direct call to action. The in cinema campaign will also be supported by activity across outdoor and online and is another example of how The Industry Trust aims to amplify reach and influence as part of its successful consumer education programme.

ABOUT “INSIDE OUT”

*Growing up can be a bumpy road, and it's no exception for Riley, who is uprooted from her Midwest life when her father starts a new job in San Francisco. Like all of us, Riley is guided by her emotions – Joy (Amy Poehler), Fear (Bill Hader), Anger (Lewis Black), Disgust (Mindy Kaling) and Sadness (Phyllis Smith). The emotions live in Headquarters, the control center inside Riley’s mind, where they help advise her through everyday life. As Riley and her emotions struggle to adjust to a new life in San Francisco, turmoil ensues in Headquarters. Although Joy, Riley's main and most important emotion, tries to keep things positive, the emotions conflict on how best to navigate a new city, house and school.*

”Inside Out” opens in UK Cinemas on July 24.

**- ENDS –**

For more information on *Moments Worth Paying For* please contact Sylvia Wan on:

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**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 websites 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 services. Visitors can search by title and talent, and can sort their results by format and price.

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