



**ADVENTURES of a RELUCTANT ZOMBIE**

**Woke  
UP  
DEAD**  
starring **JON HEDER**



**Exclusive Multi-Platform Original Series Opportunity**

**Get your brand involved with the first full-length feature film  
ever streamed online in Canada!**



# Woke UP Dead



## Woke Up Dead is the first full-length feature film ever streamed online in Canada!

**Synopsis:** In **WOKE UP DEAD**, Jon Heder stars as Drex Greene, a down-and-out college grad who finds himself undergoing a sudden and inexplicable transformation from everyday zero to zombie hero. With his newfound zombie powers and the help of his best friend wannabe filmmaker Matt (Josh Gad) and med student Cassie (Krysten Ritter), Drex breathes new life into his dead-end job and lackluster love life. In his quest for answers, Drex discovers that being dead has its privileges.

Sony Pictures Television Networks and Showcase.ca, deliver this hilarious, star-studded zombie comedy.

**It's Napoleon Dynamite meets Shaun of the Dead !**

### **STARRING:**

- **Jon Heder** (Napoleon Dynamite, Blades of Glory )
- **Josh Gad** (The Rocker, 21)
- **Krysten Ritter** (27 Dresses, Confessions of a Shopaholic )
- **Jean Smart** (Samantha Who?, 24 )
- **Wayne Knight** (Seinfeld, 3rd Rock from the Sun)

# Woke UP DEAD

## Concept



**WOKE UP DEAD is a full-length feature film that will be streamed on Showcase.ca in 4-5 minute daily episodes.**

Once the online series is complete, the full-length version will be made available as a broadcast movie on Showcase (date TBD).

### **ONLINE SERIES WILL INCLUDE:**

- 22 episodes, 4-5 minutes in length
- Viral and Promotional Videos

### **DESTINATION WEBSITE INCLUDES:**

- Original online zombie game, "Yack Attack!"\*
  - Behind-the-Scenes Materials
- Additional Zombie Content & Videos
  - AIM icons
  - Wallpapers

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# Opportunity



Your brand has the opportunity to be positioned as a **Sponsor** of this unique, ground-breaking opportunity throughout the full 12 weeks.

The sponsor will be featured and integrated into all touch points including the streamed content, exclusive added features, broadcast and digital promotion, marketing support, press release and potentially mobile.

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# Digital Experience



- 280,000 :15 sec. pre-roll ad impressions per month to run on WUD segments and M18-49 programming (i.e. Showcase.ca, GlobalTV.com)
  - Logo integration in WUD channel on Showcase.ca
- Brand sell: 800,000 impressions total /month brand sell ad impressions (big box and leaderboard) to run on WUD, Showcase.ca, and canada.com
- Co-branded promo placements on GlobalTV.com home page, Showcase.ca and canada.com



# Broadcast Experience



- Canwest will produce co-branded promo spots which will position sponsor and drive to Showcase.ca.
- These promo spots will air on Showcase and other targeted networks such as Action and MovieTime and may be rotated to run in conjunction with brand sell spots.
- In addition the sponsor will be included in the on-air marketing spots to run on Showcase as the Exclusive Sponsor. These promo spots will start December 28 and run for 4 weeks as added value.

Note: Securing of broadcast added value requires a broadcast commitment

Contact your Canwest Sales Rep for details and pricing!