Successful marketing requires providing the consumer with the right product at the right time. Through the use of viral marketing, I am going to show you how to do just that. In order for *The Interview* to have a successful opening weekend box office, you will have to use my strategy outlined in four A’s: Advertise, Assess, Adjust and Apply to achieve those keys to success.

**Advertise.** In this stage of your strategical marketing, you need to advertise for your product and spread information. Distribution of information is important but it is all about the kind of information that is being sent out. You will want to place your information where people will seek it so that it is more natural, increasing your chances of a positive emotional response. Since *The Interview* is an Action Comedy and the stars of the film are James Franco and Seth Rogen, you should focus on providing humorous advertisements. Play up the humor, this is the kind of information that your target market will be the most responsive to. Now, that you know what kind of information you need to distribute, lets talk about the successful ways to distribute it.

When practicing viral marketing, it is important the people receive their information from a source that they like and can trust. To ensure that your information is being distributed in a way that will maximize positive reactions, you will need to select a few opinion leaders. These opinion leaders will help you to reach a larger audience without making them feel as though you are interrupting them with your advertisements. Strategically, it is a good idea to stick with the
theme of humor when picking your opinion leaders. Take advantage of the stars of your film. Seth Rogen and James Franco are huge presences in online media which is displayed through their millions of followers on both Instagram and Twitter. Being the high-profile celebrities that they are, they have already reached the “long tail” of their brand and have plenty of free marketers. Get the free marketers to work for you by using Seth and James to release any trailers, sneak peeks, and interviews about the film to their fans first. This will release the information into the hands of the people who want it and are willing to share it. Segmentation is important when advertising, so you will want to select additional opinion leaders that will help you to appeal to a range of bases. However, it is still important to appeal to the amusement of your targets because it generates greater reactions. To pique the interests of a younger female audience, I suggest utilizing Anna Kendrick on Twitter to spread word about *The Interview*. She is one of the most followed women on twitter and is known for her humor on the social networking platform. In addition to her, Chris Pratt would be a good opinion leader to have. He is new in the world of comedy and has starred in two of the three top grossing films of 2014. Fans of his are likely to take interest in *The Interview*. Celebrities are not the only opinion leaders that would be beneficial for you to get on your side.

Twitter accounts that are dedicated to releasing different types of information are popular today and a great way to spread viral content about *The Interview*. Funny, or Die is a twitter account dedicated to funny memes and stories that are going around the internet, so releasing memes about the film on this platform would guarantee it being seen by the account’s 8.67 million followers. More traditional information about your film such as premiere dates and trailers should be released on IMDb’s twitter account to make the discovery of them more natural. Now that you’ve generated some buzz about *The Interview* it is important that you direct the conversation in the way that you want.
Assess and Adjust. Monitoring the conversation is very important in viral marketing, you've released information about your product so now is where you take a step back and gage people’s responses and adjust your strategy. There has been a lot of controversy regarding North Korea and your film. This is the time where you address this issue and now that you have successfully started your viral marketing campaign, you can do so on mainstream media. Sticking with the humor strategy get Seth Rogen and James Franco to appear on a few late night talk shows. Chelsea Lately and The Jimmy Fallon show are great places to start as they achieve the same goal but appeal to different audiences. Nudge the conversation and encourage James and Seth to comment on the controversy while directing the focus back on the humor of the film.

Apply. You have distributed information about your product and monitored the reaction people have to it. How does this translate to an increase in opening weekend box office? The more information that is spread about The Interview, the more likely you will be to have people buy tickets and even more, if the reactions to the information that you released are positive. The opinion leaders allow you to reach a larger base of potential consumers and if successful increase the range of people attending the movie opening weekend.

All of these strategies combined should guarantee you a successful opening weekend box office. The more people aware of your product Advertisements will increase the chances of people purchasing it. In order to keep people interested in the film, you must monitor conversation and make sure the reactions to it are positive. If they are not, you need to Assess the information and Adjust to the reactions. Applying all of this knowledge will guarantee success for The Interview.