



Client: **Carlton Communications**
Project: **Popcorn**
Platform: **Web**
Target: **UK cinemagoers**
My Role: **Editor**



■ BRIEF

Determine editorial strategy and define tone and values of a site dedicated to movies; establish style guide; structure site; build relationships with movie studios, distributors and exhibitors; write, edit or commission all content, and work toward taking control of an emerging market.

■ SOLUTION

A healthy budget and a brilliant team enabled independence from the studio-led, advertiser-funded agenda seen elsewhere in this sector. Original journalism followed, flavoured with humour and insight, and making good use of those qualities - capacity, immediacy, interactivity - which distinguish digital media.

■ RESULTS

- **Brand established within three months of launch; market leader within six**
- **Broke exclusive stories on a regular basis**
- **Early adopter of video and user-generated content**
- **Secured sponsorship from Stella Artois**
- **Nominated, Netmedia Online Journalism Awards**
- **Nominated, BAFTA Interactive Awards**



“ You can count on the Brits for having the right frame of mind to approach the madness that Hollywood churns out week after week.

Popcorn seems to have the wisdom to deliver the goods while keeping its distance from the hype. ”

