

NOT ANOTHER CELEBRITY MOVIE

Preliminary Film Publicity
And Social Engagement



Exciting early buzz for *Not Another Celebrity Movie*

Preliminary press outreach and social engagement has already yielded promising results. So far, coverage has been secured for:

- ✦ **Film Announcement**
- ✦ **Teaser Trailer Debut**
- ✦ **Film Clips**
- ✦ **Photo Galleries**
- ✦ **Red Carpet Event**



Total Estimated Impressions
(Press, Blogs, & Social):

35,054,918

Outlets covering *Not Another
Celebrity Movie* include:



Social Engagement Overview

The screenshot shows the Facebook profile for 'Not Another Celebrity Movie'. The profile picture is a promotional image for the movie, featuring a group of people in white Elvis-style jumpsuits with red scarves and sunglasses, standing in front of a neon sign that says 'RIVIERA'. The text 'NOT ANOTHER CELEBRITY MOVIE' is overlaid on the image. Below the profile picture, the page name 'Not Another Celebrity Movie' is displayed, along with '37,446 likes · 4,411 talking about this'. There are buttons for 'Like' and a dropdown menu. The 'About' section is partially visible, showing the movie's description: 'The World's Greatest Celebrities In One Crazy Film. Sort of. Visit our website at http://notanothercelebritymovie.com/'. There are also buttons for 'Photos' and 'Likes', with the 'Likes' button showing a thumbs-up icon and the number '37,446'.

Facebook: <http://www.facebook.com/NotAnotherCelebrityMovie>

Page Likes	Post Likes	Shares	Comments
37,454	3,564	471	440
Estimated Impressions: 18,032,397			

Social Engagement Overview



55
TWEETS

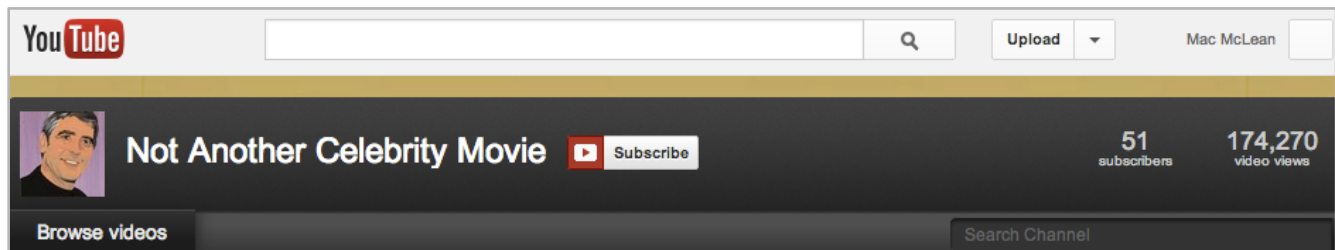
23
FOLLOWING

127,754
FOLLOWERS

Follow

Twitter: <http://twitter.com/CelebrityMovie>

Tweets	Followers
50	127,812
Potential Impressions: 6,069,004	



YouTube: <http://www.youtube.com/user/NotACelebrityMovie>

Videos	Views	Comments	Favorites
7	174,270	527	24

Press Highlight Yahoo! Screen Teaser Trailer Debut

The screenshot shows the Yahoo! Screen website interface. At the top left is the 'Y!screen' logo. A search bar with the text 'Search' and a 'Search Web' button is located at the top right. Below the logo is a navigation menu with tabs for 'HOME', 'EXPLORE', 'CRASH CONCERTS', 'THE FLIP SIDE', 'THE ONION'S HISTORY OF THE INTERNET', 'LIFE OF MOM', and 'BURNING LOVE SEASON 2'. Underneath this is a secondary menu with links for 'Living', 'Comedy', 'Entertainment', 'Sports', 'Gaming', 'News & Finance', and 'Y! Originals'. The main content area features a large video player showing a scene from a movie with several people in a grand, ornate room. Below the video player are social sharing options for 'Email', 'Share' (Facebook), and 'Tweet' (Twitter) with a '0' next to it. The video title is 'Not Another Celebrity Movie Trailer', and it is dated '1 month 13 days ago, Yahoo! Movies Videos'. To the right of the main video is a sidebar titled 'Search Videos' with a search bar and a 'Search Videos' button. Below this are six video thumbnails with their titles and upload times: 'Die Hard DVD Clip 1' (4 hours ago, 1:11), 'A Place at the Table Trailer' (20 hours ago, 2:25), 'Safe Haven - Julianne Hough Featurette' (20 hours ago, 1:21), 'As Luck Would Have It Trailer' (20 hours ago, 1:33), 'Zero Dark Thirty - Helicopters Featurette' (7 hours ago, 2:38), and 'Zero Dark Thirty - Real Seals Featurette' (7 hours ago, 2:26).

Press Highlight ICPlaces.com Film Announcement



Release Announced for "Not Another Celebrity Movie"

Thu, 11/01/2012 - 03:57 — Carson Ingle

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LOS ANGELES, CA (October 31, 2012) – Entertainment 7 announced today the upcoming release of Not Another Celebrity Movie, a hilarious new comedy with the biggest "celebrity" cast on the smallest production budget ever filmed! Directed and produced by Emilio Ferrari and presented by First Napoleon Productions in association with A Plus Entertainment, the film will make its debut in February 2013 at the Berlin International Film Festival.

Not Another Celebrity Movie adds a unique twist to the spoof genre as the talented cast portrays the biggest cinematic icons there are: the celebrities themselves. Packed with a star-studded crew of celebrity look-alikes, this parody of Oceans 11 follows the misguided antics of Charlie Sheen as he tries to meet with Justin Bieber, whom he believes is his illegitimate son. When his attempts to reconnect are thwarted, Sheen engages the services of Brad Pitt, George Clooney, Robert DeNiro, Tom Cruise and seven other celebrities to implement a plot to kidnap the pop sensation at an upcoming concert at the Riviera Hotel & Casino in Las Vegas. The resulting antics are, in a word, Winning!

Filmed on location in Los Angeles and Las Vegas, Not Another Celebrity Movie is a hilariously original film starring over twenty celebrity look-alikes in the roles of their lifetimes. Director and Producer Emilio Ferrari's previous credits include Baby on Board with Heather Graham, Lucky Town with Kirsten Dunst, White-Out, and "Entrapment." The film was also produced and co-written by Hollywood newcomer Zachary Swerdlow.

About Entertainment 7

Entertainment 7 is a fully operational Multinational Media Company, with its main offices in Los Angeles, California and satellite offices in London and Rome. Its global operations encompass motion picture production and distribution, television programming and syndication, home video acquisition, operation of its studio facility, working with new media technology and distribution of filmed entertainment in over one hundred territories worldwide.

About First Napoleon Productions

Not Another Celebrity Movie is the premiere feature from First Napoleon Productions.

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Press Highlight Celebuzz Film Clips Feature

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PHOTO: Justin, Selena Party Together After AMAs
American Music Awards 2012: Red Carpet Trends
American Music Awards 2012: 7 Memorable Moments
American Music Awards 2012: Winners List

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Tom Cruise, Donald Trump (Impersonators) Team Up for 'Not Another Celebrity Movie' (VIDEO)

2 days ago 1 Comment 29 Movies

Like 24



Just when it seemed like gossip magnets **Tom Cruise** and **Donald Trump** couldn't attract any more attention with their unexpected and generally unconventional antics, the celebrities have teamed up to co-star in a new movie together — well, sort of.

In *Not Another Celebrity Movie*, Cruise (Cole Downing) and Trump (John Di Domenico) are two of the famous figures that **Charlie Sheen** (Dave Burleigh) recruits to help him meet up with none other than **Justin Bieber**, whom he believes is his illegitimate son.

The duo joins **George Clooney** (Joey Sagal), **Brad Pitt** (Reed Thompson), **Angelina Jolie** (Nicole Lari-Joni), **Robert De Niro** (Roger Kabler), **Ashton Kutcher** (Chandler Rylko) and **Lady Gaga** (Cheryl Lyone) among a cast of dozens of iconic public figures.

Produced and directed by **Emilio Ferrarri** (*I Know What You Did Last Winter*), the film falls in line with genre spoofs like *Epic Movie*, *Date Movie* and *The 41-Year-Old Virgin Who Knocked Up Sarah Marshall and Felt Superbad About It*.

Watch a montage of footage of Cruise impersonator Cole Downing above, and a clip of Trump impersonator John Di Domenico below. *Not Another Celebrity Movie* is scheduled to premiere at the 2013 Berlin Film Festival.



Written by [Todd Gilchrist](#)

Search Celebuzz

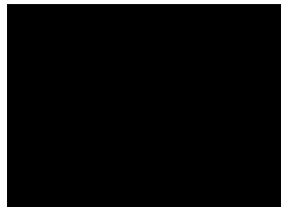
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 - American Music Awards 2012: Ke\$ha Tones it Down (PHOTOS)
 - American Music Awards 2012: 7 Memorable Moments
 - 'Dancing With the Stars' Shawn Johnson and Derek Hough on Possibly Winning the All-Stars Title: 'It'd Mean Everything' (VIDEO)
- See Top 20

HOT PHOTOS

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- 30 Best Lingerie Scenes of the Past 30 Years
- Celeb Bikini Bodies: Guess Who?!
- Child Stars: Where Are They Now?

Press Highlight

AOL Moviefone

Teaser Trailer Debut

The screenshot shows the AOL Moviefone website interface. At the top, the 'moviefone' logo is on the left, with 'Get Showtimes' and 'Browse' buttons. On the right, there are links for 'Favorite Theaters' and 'Sign In', and a search bar for 'Search Movies, Actors, Zip code'. The main content area features a movie poster for 'NOT ANOTHER CELEBRITY MOVIE' with a 'Not Yet Rated' badge and the genre 'Comedy'. Below the poster is a 'Back to Movie Details' link and social sharing options. A large video player displays a night view of a city skyline with a building labeled 'TRUMP'. To the right of the video is a Verizon advertisement with the text '{ POWERFUL ANSWERS } SEE HOW VERIZON IS TACKLING THE WORLD'S BIGGEST PROBLEMS.' and a 'WATCH THE VIDEO' button. Below the video player, the title 'Not Another Celebrity Movie- Trailer No. 1' is followed by a short synopsis: 'Charlie Sheen getting the idea that Justin Bieber is his biological son, and recruiting famous friends like George Clooney, Brad Pitt, Angelina Jolie, and Donald Trump to help him kidnap the Bleb.' A 'Trainers' section on the left shows a thumbnail for the same trailer. On the right, a 'TOP TRAILERS' section lists 'Jack the Giant Slayer' and 'Snitch' with their respective video thumbnails.

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Search Movies, Actors, Zip code

NOT ANOTHER CELEBRITY MOVIE

Not Yet Rated

Comedy

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verizon

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Not Another Celebrity Movie- Trailer No. 1
Charlie Sheen getting the idea that Justin Bieber is his biological son, and recruiting famous friends like George Clooney, Brad Pitt, Angelina Jolie, and Donald Trump to help him kidnap the Bleb.

Trainers

Not Another Celebrity Movie- Trailer No. 1

TOP TRAILERS

Jack the Giant Slayer

Snitch

Press Highlight

Movieweb

"DeNiro" Featurette Clip

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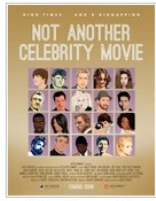
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Not Another Celebrity Movie: The Look of Robert DeNiro Featurette



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VIDEO URL: <http://www.movieweb.com/movie/not-another-celebrity>

Views 142

VIDEO RATING: N/A NOT YET RATED

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- Tom Cruise Montage
- Donald Trump Claims to Be the Sexiest Man Alive
- Tom Cruise Dishes on His Fellow Celebs

Press Highlight Movieweb Photo Gallery Feature

The screenshot displays the Movieweb website interface. At the top, there are navigation tabs for MOVIES, TV, WATCH NOW, USERS, BROWSE, and FORUMS. Below the navigation is a search bar and social media login options for Facebook and Twitter. The main content area features a news article titled "Not Another Celebrity Movie Hi-Res Photo Gallery" by E. Alan Orange, dated Oct 31, 2012. The article text states: "Entertainment 7 announced today the upcoming release of *Not Another Celebrity Movie*, a hilarious new comedy with the biggest 'celebrity' cast on the smallest production budget ever! Based, Directed and produced by Emilio Fenzel and presented by First Nucleus Productions in association with A Plus Entertainment, the film will make its debut in February 2013 at the Berlin International Film Festival." Below the text is a large photo gallery grid showing various celebrities. To the right of the article is a sidebar with "LATEST NEWS" and "RECENT ACTIVITY" sections. The "LATEST NEWS" section includes items like "The Great and Powerful 'Witchy' TV Series" and "Safe Haven Hi-Res Photo Gallery". The "RECENT ACTIVITY" section shows user interactions such as "Ch4mp_1 rated the news item: Lucifilm Cancels 3D Re-Release of Star Wars Prequel Attack of the Clones and Revenge of the Sith". Below the article is a "MOST COMMENTED STORIES" section with a list of popular news items. At the bottom right, there is a "TOP RATED STORIES" section and a promotional banner for the TV show "Aria".

Press Highlight

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Teaser Trailer Debut

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Not Another Celebrity Movie Trailer (2013)

Director: [Emilio Ferrari](#)

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01:06 02:21

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Description: Not Another Celebrity Movie adds a unique twist to the spoof genre as the talented cast portrays the biggest cinematic icons there are: the celebrities themselves. Packed with a star-studded crew of celebrity look-alikes, this parody of Oceans 11... [read more](#)

Genre: Comedy

Studio: Entertainment 7

Official Website: <http://www.notanothercelebritymovie.com>

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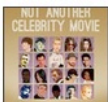
[Trump Desert Hotel](#)



[Tom Cruise Montage](#)

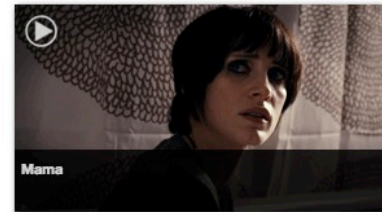
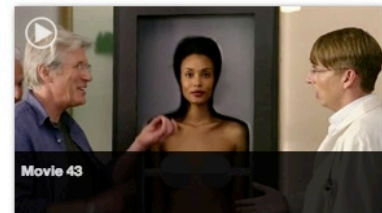
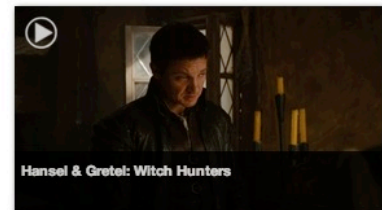
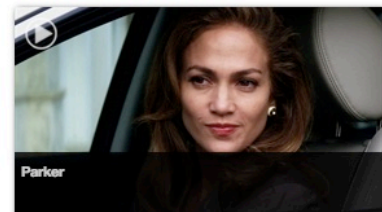
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"Trump" Film Clip

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Alaska Airlines

Not Another Celebrity Movie: Trump Desert Hotel (2013)



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Description: Not Another Celebrity Movie adds a unique twist to the spoof genre as the talented cast portrays the biggest cinematic icons there are: the celebrities themselves. Packed with a star-studded crew of celebrity look-alikes, this parody of Oceans 11... [read more](#)

Genre: Comedy

Studio: Entertainment 7

Official Website: <http://www.notanothercelebritymovie.com>

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Not Another
Celebrity Movie



Not Another
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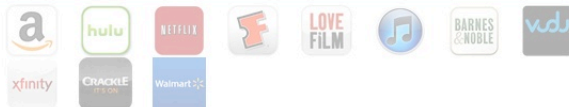
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