



20th

CENTURY

FOX

# PARTNERSHIP PROPOSAL



UNITED COLORS  
OF BENETTON.

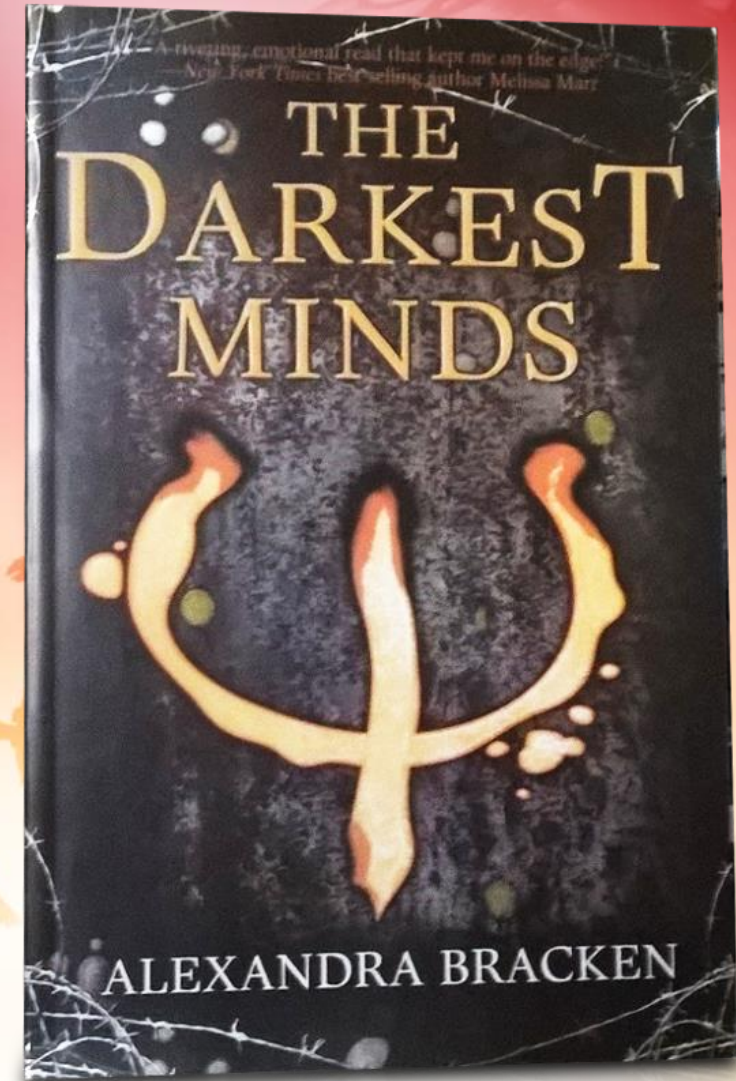
**INTRODUCING THE  
FILM...**

**THE  
DARKEST  
MINDS**



# STORY

On her 10th birthday, Ruby discovers she has a unique but dangerous gift, touching off a series of events that nobody could have imagined. When her peers start succumbing to a mysterious plague, the survivors – children like herself with extraordinary powers – are sequestered into labor camps and ranked according to their abilities. But after six dreary years in Thurmond Camp, Ruby suddenly finds herself in the crosshairs of the government. If she hopes to survive and return to the world she once knew, Ruby must band together with a group of other renegade kids, who teach her the true meaning of love, trust, and believing in yourself.



*“Haunting Bracken creates a gripping and terrifying dystopian world.”*

- Kirkus Reviews

# RELEASE

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THEATRICAL RELEASE  
**AUGUST 03, 2018**

HOME ENTERTAINMENT RELEASE  
**HOLIDAY 2018**

ANTICIPATED RATING  
**PG-13**

# Twentieth Century Fox Channel Innovation Concept For United Colors of Benetton



UNITED COLORS  
OF BENETTON.

# The Partnership

- United Colors of Benetton

- Create partnership with Fox to deliver incremental sales in all Benetton stores globally
- Utilize one alliance to reach entire Benetton 5,000 network
- Attract new customers to Benetton
- Encourage current customers to shop Benetton more frequently
- Create experiential branded entertainment partnership to create excitement and something new that fits organically within Benetton customer's lifestyles

- Twentieth Century Fox

- Create awareness for new Fox film "The Darkest Minds"
- Drive increased ticket sales for "The Darkest Minds"
- Leverage partnership with Benetton to reach audiences that would be interested in seeing "The Darkest Minds"
- Align with global leading brand that reaches a customer base with similar themes and message points that are depicted in "The Darkest Minds"



UNITED COLORS  
OF BENETTON.

# Creating The Concept

- Fox Movie Trailer Screening in Benetton
- Customers take selfie alongside movie stills and upload with #styleminded
- Benetton stores feature fashion shows
- Bring in ticket stub from “The Darkest Minds” and receive a special 20% discount of newly-created limited edition Benetton StyleWatcher pants and shirt
- Leverage the film’s theme of taking back your power and the different colors (red, orange, yellow, green and blue) and their corresponding powers.



UNITED COLORS  
OF BENETTON.



# UNITED COLORS OF BENETTON.

benetton  
PREMIERE  
THE DARKEST MINDS  
EXCLUSIVE PREMIER EVENT  
#StyleInMind

THE DARKEST MINDS  
ONLY IN CINEMAS

benetton  
PREMIERE  
THE DARKEST MINDS  
EXCLUSIVE PREMIER EVENT  
#StyleInMind

Spring collection

UNITED COLORS OF BENETTON.

new spring collection



LET'S CARPE THE HELL  
OUT OF THIS DIEM  
ONLY IN CINEMAS #StyleMinded

YOU KNOW... YOU MAKE ME SO HAPPY  
THAT SOMETIMES I ACTUALLY  
FORGET TO BREATHE?  
ONLY IN CINEMAS #StyleMinded

DON'T BE SCARED...  
DON'T LET THEM SEE.  
ONLY IN CINEMAS #StyleMinded  
**THE DARKEST MINDS**  
ONLY IN CINEMAS



 **benetton**

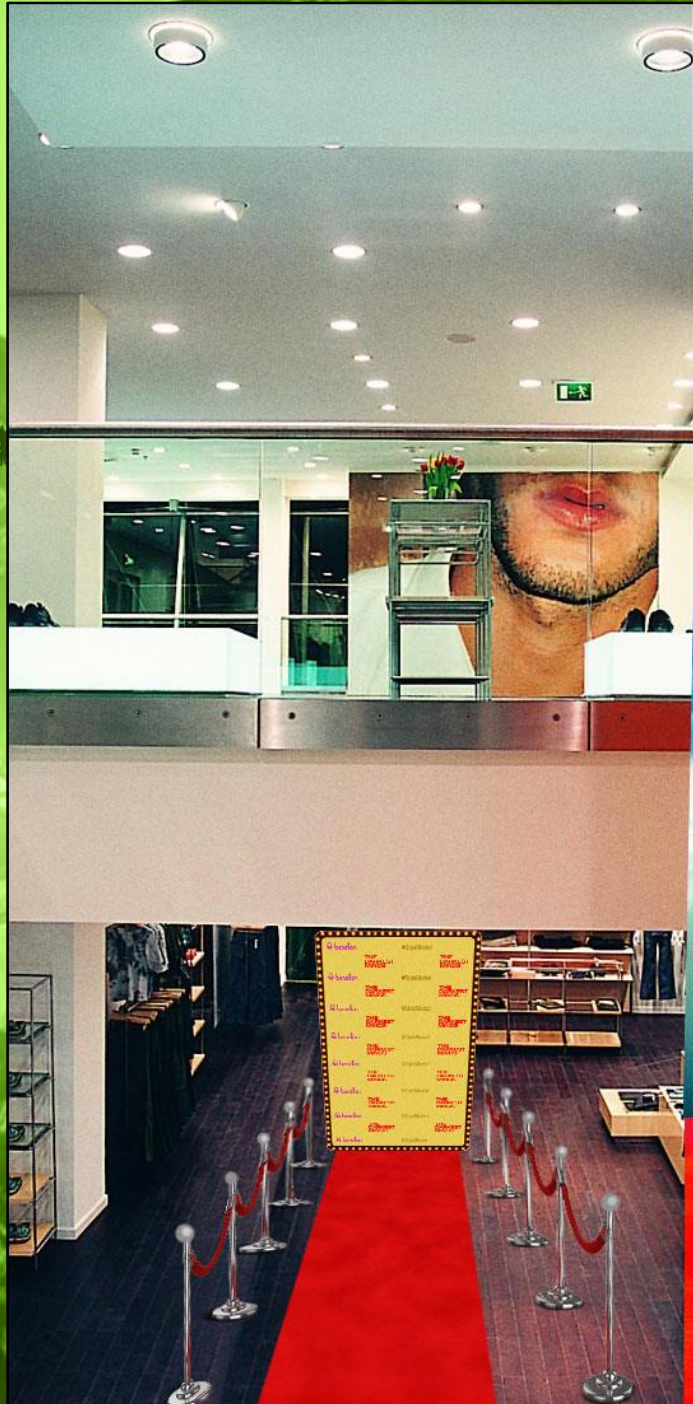


**EXCLUSIVE  
PREMIER  
EVENT**



#StyleMinded





 **benetton**

PREMIERE  
0783654 B  
**THE DARKEST MINDS**  
0783654 B  
PREMIERE

**EXCLUSIVE  
PREMIER  
EVENT**

#StyleMinded



**THE  
DARKEST  
MINDS**

ONLY IN CINEMAS

 **benetton**

PREMIERE  
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**THE DARKEST MINDS**  
0783654 B  
PREMIERE



# UNITED COLORS OF BENETTON.

**EST MINDS**  
#StyleMinded  
CINEMAS

**THE DARKEST MINDS**  
#StyleMinded  
ONLY IN CINEMAS





THE DARKEST MINDS  
ONLY IN CINEMAS

THE DARKEST MINDS  
ONLY IN CINEMAS

THE DARKEST MINDS  
#StyleMinded  
ONLY IN CINEMAS

THE DARKEST MINDS  
ONLY IN CINEMAS



# UNITED COLORS OF BENETTON.

#StyleMinded

## THE DARKEST MINDS

UNITED COLORS OF BENETTON.

UNITED COLORS OF BENETTON.

ing collection

#StyleMinded

## THE DARKEST MINDS

UNITED COLORS OF BENETTON.

new spring collection





UNITED COLORS  
OF BENETTON.

#StyleMinded

UNITED COLORS  
OF BENETTON.

#StyleMinded

#StyleMinded

THE  
DARKEST  
MINDS

UNITED COLORS  
OF BENETTON.

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THE  
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UNITED COLORS  
OF BENETTON.

THE  
DARKEST  
MINDS





# THE DARKEST MINDS

#StyleMinded

COLORS OF MILANO



benetton • Follow

benetton #ImCOLOR #Benetton #colors #SS18 #woman #flowers

mysoudakova Bay бля

lobna\_gtari Prix ?

lovehaunter :0

lizi\_kotenok 👍👍👍👍👍

scorpioindenail Love it!!💕💕💕

benetton Bonjour @lobna\_gtari, le prix du t-shirt est de 12,95 euros :)

budeveselka.cz 🧡

arq.franyelitz Love it

arq.franyelitz Did u make this shirt for me ?!

crazytshirtshop love it @marywillium2110

bodysat4 " Celebrate rather than Tolerate!"



1,413 likes

FEBRUARY 3

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benetton #Colors reel you in #Benetton #SS18

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806 likes

FEBRUARY 21



UNITED COLORS  
OF BENETTON.

# Asset Trade – Give And Get

## United Colors of Benetton

- Intangible
  - Global brand icon
  - Leader in fashion and style
- Tangible
  - More than 5,000 stores worldwide
  - Access to entire Benetton customer base of past, current, and potential customers worldwide
  - Bricks and mortar locations for in-store special events
  - Ability to provide global consistent brand experience
  - Inclusion in all relevant Benetton marketing and advertising programs
  - Benetton website, Facebook, Social Media, and entire online presence

## Twentieth Century Fox

- Intangible
  - Global brand icon
  - Worldwide Leader in Entertainment
  - Intellectual Properties and Characters
- Tangible
  - Intellectual property of “The Darkest Minds”
  - Inclusion in all relevant Fox marketing and advertising programs
  - Fox and “The Darkest Minds” website, Facebook, Social Media, and entire online presence
  - Database of Fox moviegoers
  - Global theatrical and home entertainment real estate
  - No fees for alliance with Twentieth Century Fox and “The Darkest Minds”



UNITED COLORS  
OF BENETTON.



200<sup>th</sup>

CENTURY

FOX