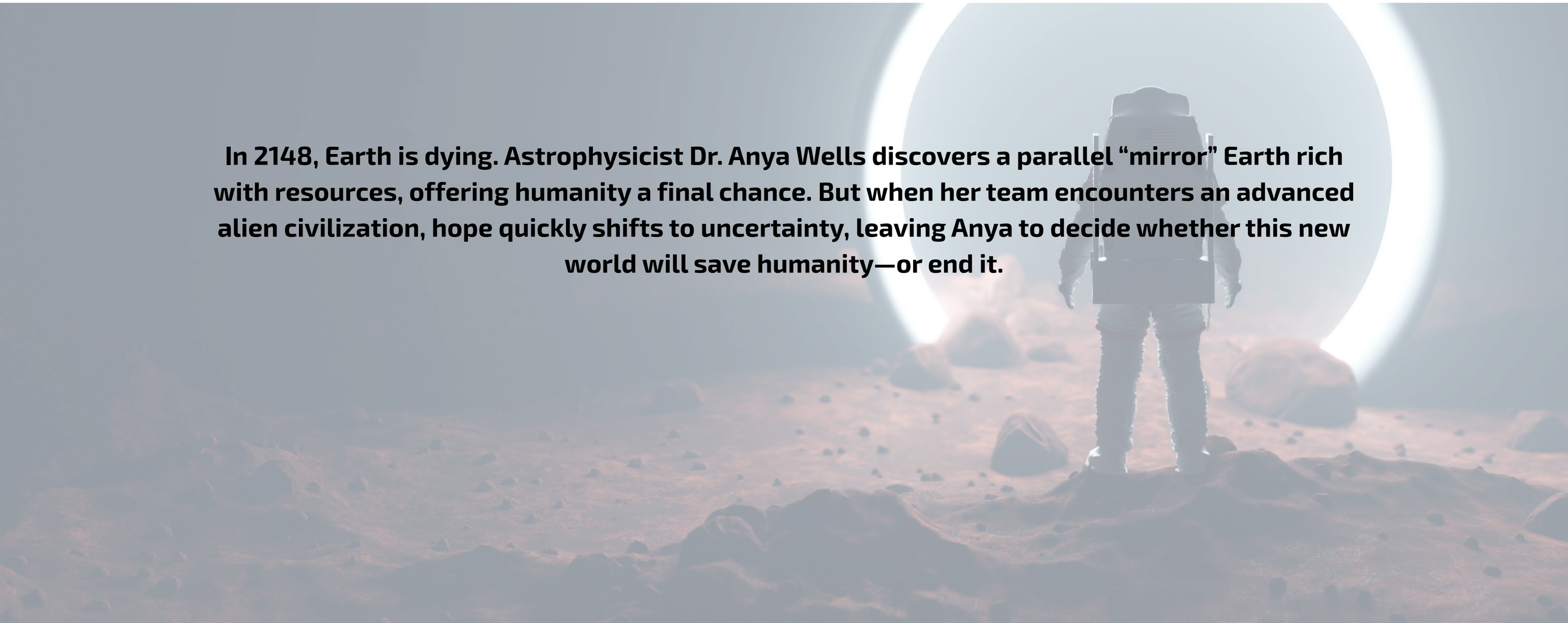
BEYOND THE VEIL

publicity campaign



SYNOPSIS

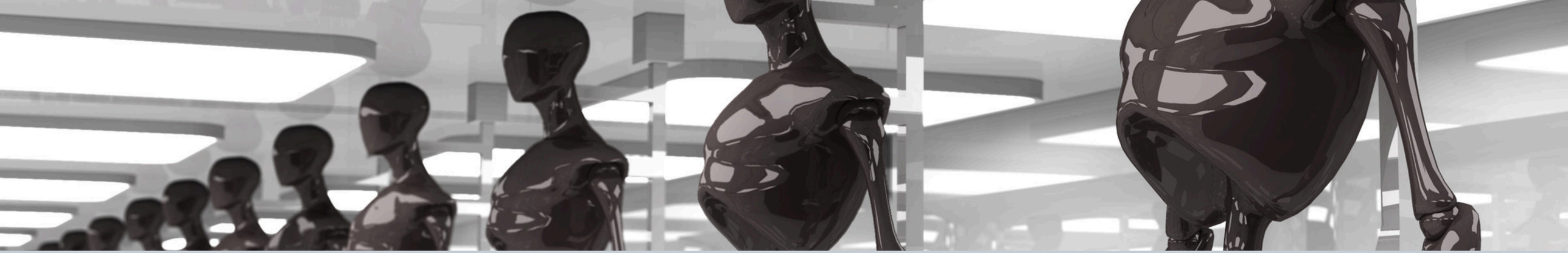


In 2148, Earth is dying. Astrophysicist Dr. Anya Wells discovers a parallel “mirror” Earth rich with resources, offering humanity a final chance. But when her team encounters an advanced alien civilization, hope quickly shifts to uncertainty, leaving Anya to decide whether this new world will save humanity—or end it.

BRAND IDENTITY

AS THE WORLD IS ENDING, LOOK THROUGH THE MIRROR





AUDIENCE TARGETING

1. **The Sci-Fi Superfan**
Obsessed with futuristic worlds, space lore, and niche sci-fi facts. Loves immersive storylines, collectibles, and anything “geeky.” Reads sci-fi books, watches every new show, debates theories online.

2. The Gamer Guy (16–35)
Competitive, tech-savvy, and into action-packed games and cinematic universes. Enjoys thrilling, imaginative stories and loves content that feels epic, intense, or doomsday-coded.

3. The Fandom Girl (16–35)
Creative, social, and passionate about fandom culture. Loves character-driven sci-fi, aesthetic world-building, and engaging story arcs. Active on social media and enjoys sharing theories, edits, and favorite moments.

PLATFORM STRATEGY:



Hashtags:
#BeyondTheAtmosphere
#MirroredRealityorDouble-EdgedSword
#UnveilingReflections
#NotAllReflectionsRevealWhoTheEnemyIs

1. Outlets

- The Hollywood Reporter: Traditional media covering all things Hollywood and Film
- Variety: Traditional media reporting on the film and TV industries.

2. Instagram

3. Tiktok

4. Reddit

2

Instagram

- Most popular media platform among target audiences
- Allows for user interaction
- Ideal for sponsorship/partnership opportunities
- Static images as well as reels, short-form, livestreams, etc.

3

Tiktok

- snackable content
- gain traction and cause a social buzz
- Angle the videos as real-life

3

Reddit

- Niche communities
- Rabbit-holes
- Post theories and explain hidden symbols within movies
- Build fandoms on this platform

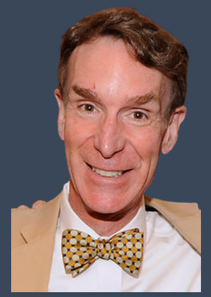


SOCIAL MEDIA OUTLINE

- Accounts run by Dr. Anya Wells, her teammates, and a mysterious alien
  - Build parasocial engagement
- Post urgent, cryptic updates (e.g., “#We have found a breakthrough,”)
- Fan theories, conspiracy-style content, and user-generated “interstellar encounter” videos = engagement
- After going viral → launch the official film account
- Collaborative segments with NBC and ABC
- Keep character accounts active for two weeks after the film’s release to maintain momentum.



INFLUENCER AND MEDIA RELATIONS



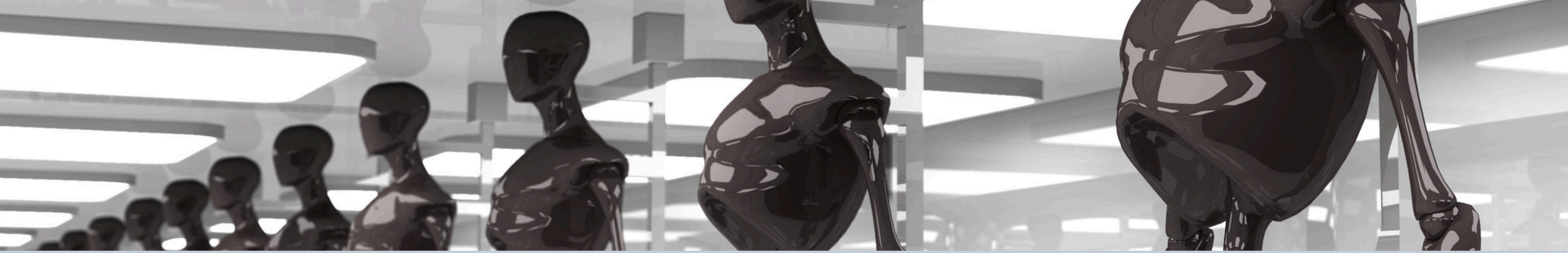








- Anya actress will be unrecognized/faceless account
- Sean Duffy (head of NASA)
- Film influencers
  - @Cinema.Joe, @Jstoobs, @Cinemacouncil
- Media outlets
  - NBC & ABC
  - Good Mythical Morning/MatPat



BTS ACCESS

Cast interviews

Cast pack with me to go to the mirror planet

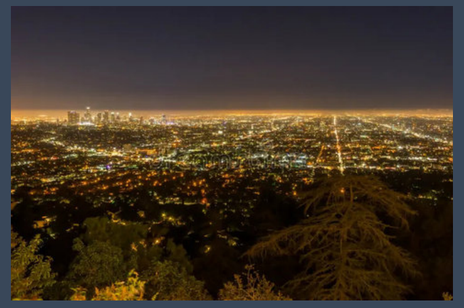
Day in the life as an alien on set

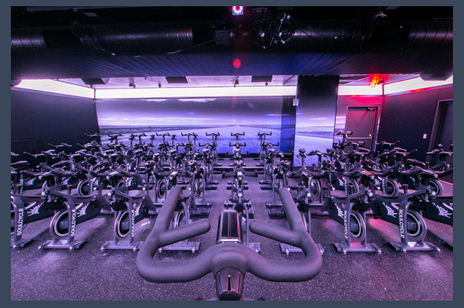
Aliens living human mundane lives

Set tours

STUNTS AND EVENTS:

- NASA partnership prank
- Comic Con event (surprise guest appearance)
- Themed corepower/yoga/biking classes
- LA Public Library collaboration
  - professional master class on film research
- Barnes and Noble collaboration
- Griffith Observatory
  - master class about environment and multiverse









RELEASE CAMPAIGN

& PREMIERE

COSM LA PREMIERE:

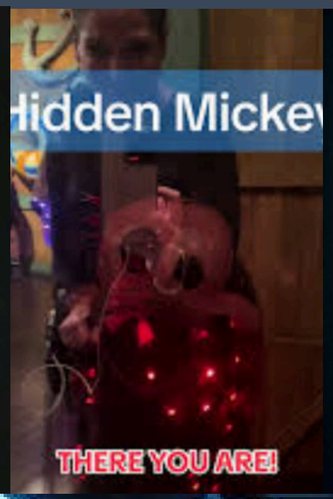
- Mirror Maze Entrance – Alien actors + GoPro reactions
- Reflective Red Carpet – Liquid-silver path + mirrored sculptures
- After Party: Mirrored Earth – Earthy + futuristic décor, alien cocktails

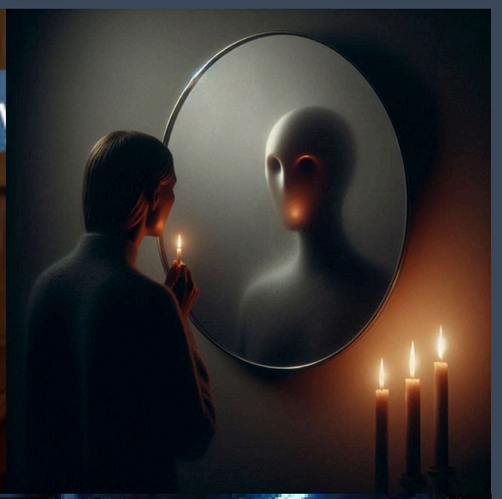


PREMIERE MAZE MOOD BOARD















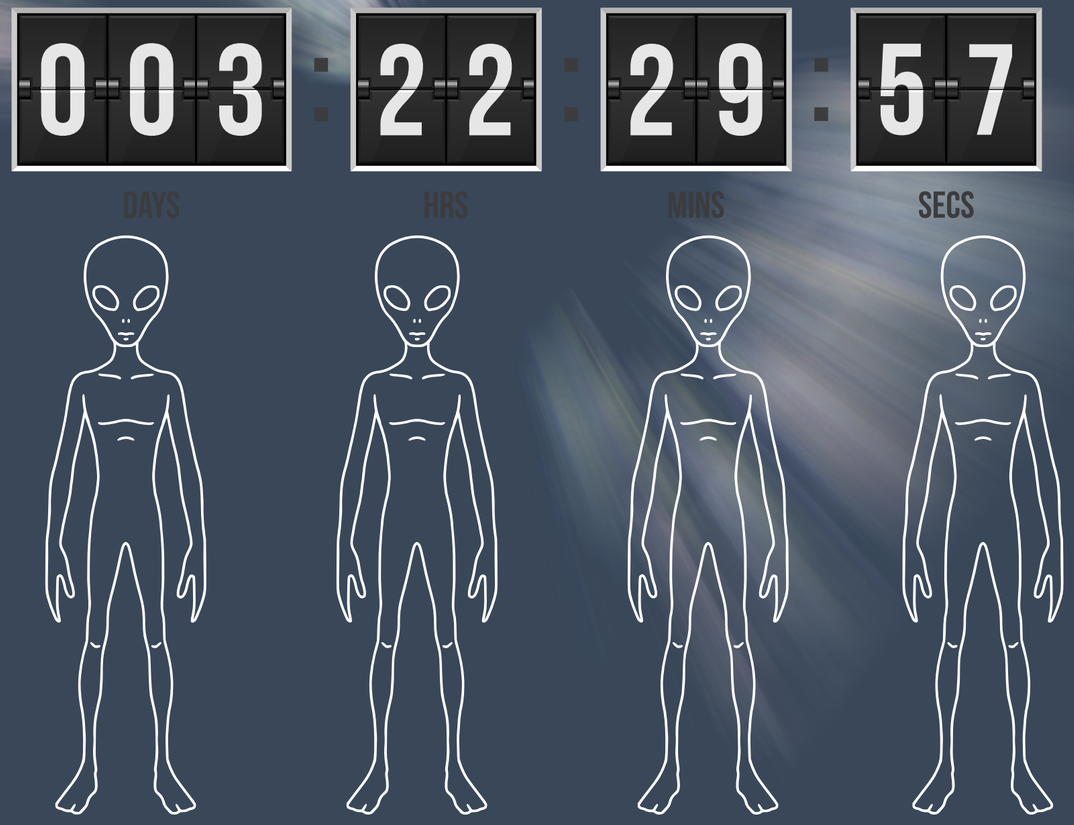
GLOBAL PHENOMENON STRATEGY:

- Position as “life on another planet” event
- NBC, ABC, E! + LA Times, NYT, Variety
- Science + culture angles
- Influencers “discovering” alien clues



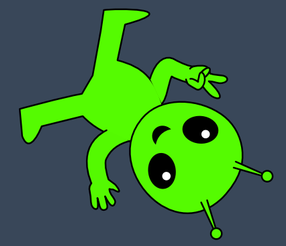
DIGITAL LAUNCH DAY:

- “Countdown Until the Veil Collapses”
- Cast livestreams + Q&A
- Alien actors in major cities
- Mystery footage drops

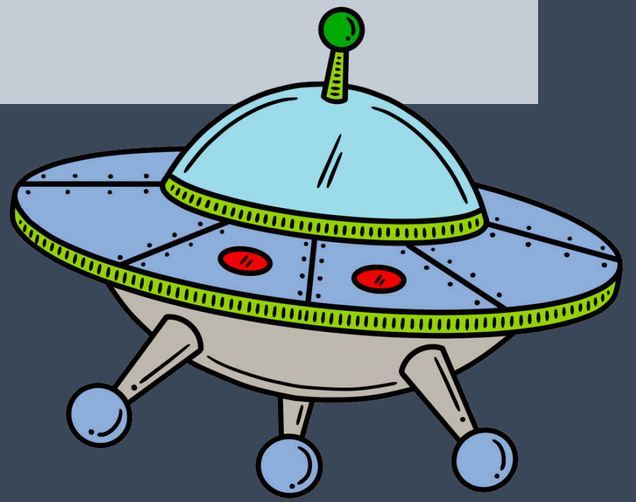


FAN ACTIVATION:

- Alien AR filter
- #VeiledAliens #MirroredAliens
- “Walk Like an Alien” day
- Fan art + reaction contests













POST-RELEASE

elements



POST RELEASE

tactics for retaining audiences & maintaining engagement

END CREDIT ACKNOWLEDGEMENT

An end credit scene would offer a cliffhanger for a side plot, which we would address on social media 2 weeks post-release to boost fan engagement through curiosity

BONUS/BLOOPER CONTENT

Releasing these behind-the-scenes looks Into the film's technology or funny moments of humanity would allow fans more Insight post-release

VR POP UP OF MIRRORED EARTH

Hosting a pop-up near movie theatres that would allow fans to walk around mirrored earth using VR technology would help them feel connected to the world they saw on screen

BRAND PARTNERSHIPS



PELA/PATAGONIA

To appeal to those who take away the movie's message abbout environmental conservation



WHOLE FOODS

Collaborate with the Whole Foods brand 365 to promote eco-friendly shopping practices



EREWHON

Appeal to the film buffs and significant others who may go to see the film by collaborating on a smoothie at erewhon



LEGO

Create lego sets for cross-promotion and appeal to a more “nerdy” audience



SUSTAINABLE HOUSEHOLD PRODUCTS

Including soap, dishwasher pods, laundry detergent, etc.



POPCORN BUCKETS

Design movie themed popcorn buckets and cups for each of the different theater companies

BRAND PARTNERSHIPS

SAMPLE CREATIVE ASSETS:



lego collaboration



popcorn buckets

STRATEGIES

to maintain audiences after the release, even those who may not have seen the film

LEANING ON MERCH/BTS CONTENT

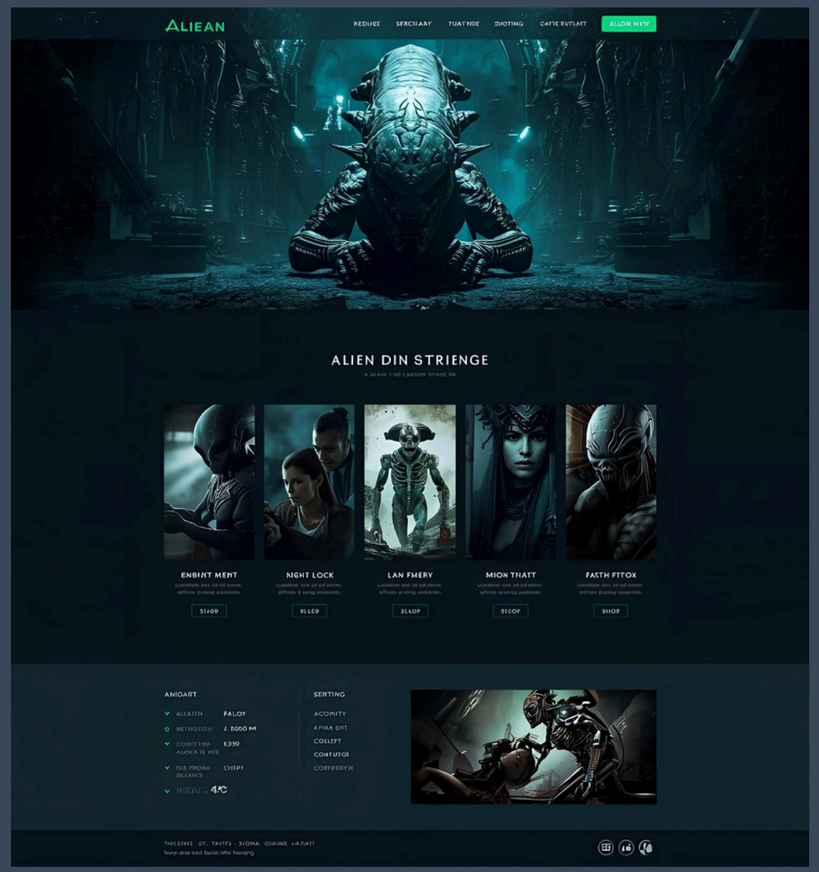
seeing relatable content or behind the scenes of the tech will draw people In, while brand collabs will help Increase general awareness of the film

INFLUENCER PARTNERSHIPS/REVIEWS

outreach for film buffs and honest reviews may help convince larger audiences to go see the movie, drawn In by shocking moments or reviews that exceed expectations



LEGACY CONTENT



To ensure the film has a lasting presence

10% of total profit donated to Clean Air Task Force

Dedicated Website for Fans Including:

- 3D tour of Mirrored Earth
- Fun facts about the film plot (scientist profiles, alien specifics, substances they need to save Earth, etc)
- Page with a live counter of how much money has been donated to CATF


the
END