

Top Gun Maverick Strategy

Premieres June 26, 2021

Description: After more than 30 years of service as one of the Navy's **top** aviators, Pete **'Maverick'** Mitchell is where he belongs, pushing the envelope as a courageous test pilot and dodging the advancement in rank that would ground him.

Spokespersons For Media:

- Tom Cruise
- Jon Hamm & Ed Harris
 - Famous actors
- Miles Teller - Attracting a younger audience
- Jennifer Connelly
- Producer- Jerry Bruckheimer
 - Offer insights about the differences between the first and second movie
- Monica Barbaro - female pilot, can speak to playing a female pilot

Objective:

- Gain press coverage for the new movie
- Generate ticket sales or streaming views
- Encourage engagement with the whole franchise

Key Strategy:

- Utilize spokespeople, mostly talent along with the production team
- Host Red Carpet premiere and other media stunts to gain coverage
- Organize press junkets, press tours to increase media coverage
- Garner press in mainstream media outlets and talk shows, capitalize on the nostalgia from the original film
 - Pitch to men's tabloids and lifestyle outlets, entertainment magazines
 - Tap into women's outlets through romance angles/Tom Cruise as the original heartthrob and stunt angle/ fitness and performing stunts
- Utilize social media to engage younger audience
 - Launch a Tik Tok In-feed ad/possible challenge with prize being to attend the red carpet event
 - Scheduled Instagram/Twitter posts– especially throwbacks from original cast
 - Snapchat filter with Aviator sunglasses, may include animations with planes

Calendar Key Dates

- July 18, 2019 - Trailer comes out
- June 8 or 9 Press Stunt
- June 14 or 15 Press Trip
- June 24 or 25, 2021 - Appearance on GMA (NYC)
 - Jennifer Connelly
- June 24 or 25, 2021 - Appearance on Jimmy Fallon (NYC)

- Tom Cruise/Jon Hamm/Miles Teller
- June 24 or 25, 2021 - Appearance on Ellen (LA)
 - Tom Cruise
- June 24, 2021 - Red Carpet Event
- June 26, 2021 movie premieres nationwide
- June 27, 2021 - Actor as SNL guest
 - Tom Cruise/Miles Teller and Glen Powell

Mailing

Press Kit

- (USB to include):
 - Press release announcing movie premiere
 - Trailers/Clips
 - Video on why Tom Cruise finally decided to make Top Gun 2 (*exclusive)
 - Fact Sheet - Navy in Top Gun 1 to Top Gun 2
 - What's changed? What hasn't?
 - Actor/Producers/Director/Main Staff Bios/Backgrounds
 - High-Resolution Photos/B-Roll
- Press Gift/Goodie Bag
 - Aviators
 - Backpack with Top Gun 2 branding
 - Top Gun 2 baseball cap
 - Mini fancy bottle of alcohol
 - Whiskey, beer, etc.
 - Cigar
 - Exclusives top tier outlets/Press trip:
 - Bomber jacket - Top Gun 2 on back

Press Documents

- Press release
 - Angle: Top Gun 2 revives the nostalgic moments from Top Gun 1 while shifting focus to what the U.S.'s military does today - shift from romance to action
- Backgrounder
- Fact Sheet
- Social Media and Digital Graphics
- Actor/Producers/Director/cameramen/ Bios/Backgrounds
- Information on Navy Pilots/Military personnel that helped with the film

Print Long Lead

- Men's Health: Tom Cruise, Jay Ellis - training/preparation for the film
- GQ: Tom Cruise on the cover in his aviators- making of the movie, why now, some of his favorite sunnies
- AARP: Older cast members for nostalgia- Ed Harris talks about his experience filming both movies, and how he's changed as an actor over time

Print Short Lead

- USA Today: 30 years later... Where are they now?
- US Weekly: What to stream this 4th of July weekend?
- In Touch Weekly
- E! News: Inside scoop of the Top Gun: Maverick
- New York Times: "upcoming in theaters... Top Gun: Maverick"
- LA Times: What to stream this 4th of July weekend?
- Washington Post: What to stream this 4th of July weekend?
- New York Post: "upcoming in theaters... Top Gun: Maverick"
- BuzzFeed: Which Top Gun Character are You? Quiz
- Refinery 29: How to recreate Top Gun Looks Top 10 aviators for the summer
- Boston Globe
- People Magazine: Younger cast members can talk about their experience being in the sequel of iconic movie
- Entertainment Weekly: Miles Teller featuring the movie - attracting a younger audience
- Marie Claire: Jennifer Connelly possibly featured on the cover- introducing her acting career

Trade

- The Hollywood Reporter: Why the franchise decided to create a sequel 30 years later?

Variety

- Aviation Week: Featuring the aircrafts featured in the movie
- Freedom Magazine: celebrity section
- Deadline

Broadcast

- Good Morning America: Tom Cruise or Jon Hamm segment on special patch, aviator jackets and try MRE's (pre-made meals)
- TODAY: Tom Cruise, Jon Hamm exclusive segment on what it takes to train and prepare to fly one of the planes
- The View or the The Talk: segment on Top Gun fashion/ military uniforms in general (timeline between the 80s and now?)
 - Pop culture influences/ impact of Top Gun 30 years later
- SMT: Ed Harris or Miles Teller how the cast the prepared to film for this movie
- Fox News: Exclusive segment on the history of the planes featured in the Top Gun Movies
- E! News, Access, Insider, Entertainment Tonight: Interview with Tom Cruise and cast about filming and flying/piloting the planes
- Late Night Show: Exclusive segment of a Morale Flight
- Late Night Show: Interview with Tom Cruise and Miles Teller on filming experiences
- Flight /airshows and fly overs-- date night, consumer event promotion (large cities)
 - Host with cast member, drive-in? Provide food, have local press cover it

Social Media

- Instagram
 - Updates and countdowns to the release of the film
 - Cast post on their personal profiles
 - Facts about the planes and military bases (infographics)
 - Compare and contrast the film and cast of the first film and this film (experiences, appearances, the types of planes and set, etc...)
 - Exclusive pictures of the cast members on set that have never been seen before
 - Invite Instagram influencers to do collaborations and giveaways
 - Create a capsule with things like Aviator jackets, pins, aviator sunglasses and other things with the Official Top Gun Store
 - Top Gun fashion/ military uniforms in general (timeline between the 80s and now)
 - Instagram Takeover of the film's Instagram and hashtag
- Twitter
 - Create a hashtag inviting active duty, retired and family members of military members to share their experiences, pictures, stories, etc...
 - Create hashtag to get fans of the original movie to share why they love Top Gun
 - Behind the scenes from cast and crew members on set
 - Compare and contrast the film and cast of the first film and this film (experiences, appearances, the types of planes and set, etc...)
 - - Facebook
 - - Behind the scenes from cast and crew members on set
 - Compare and contrast the film and cast of the first film and this film (experiences, appearances, the types of planes and set, etc...)
 - Create hashtag to get fans of the original movie to share why they love Top Gun
 - Blog posts from critics and movie writers to write what they loved about Top Gun and their fan theories of what this movie will look like
 - Flight /airshows and fly overs-- date night, consumer event promotion (large cities)
 - Host with cast member, drive-in? Provide food, have local press cover it
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- TikTok
 - Behind the scenes videos with Tom Cruise and other cast members-- include armed forces members who were in the film production
 - Inside look at the planes, what flying them was like, etc...
 - Compare and contrast the film and cast of the first film and this film (experiences, appearances, the types of planes and set, etc...)
 - Focus on action
 - Get fans of the original movie to share why they love Top Gun
 - Flight /airshows and fly overs-- date night, consumer event promotion (large cities)

- Host with cast member, drive-in? Provide food, have local press cover it

PR Stunt/PR Trip Combo -

- VR Game simulation of dogfight scene
 - You are Maverick's (Tom Cruise) Co-pilot trying to win a dogfight
 - VR Game is inside an actual fighter plane
 - First 100 people in San Diego, Washington DC, Jacksonville FL, Corpus Christie TX will have the opportunity to participate
 - Press in local markets invited to document event, participate, etc
 - Artifacts from the movie are decorating the set where the VR game is
 - Pop-up style type of situation

PR Stunt

- Blimp with Top Gun Maverick advertisement o it
- "Have you seen the Top Gun Blimp?" social media frenzy
- Hashtag #TopGun2Blimp on Twitter when you see it
- Raise Awareness for movie
- Pops up in random major cities all over the US