

Exceptional Marketing of “Monster Hunt 2” Brings in RMB 200 Million Presales

Presented by Edko Films Hong Kong, “Monster Hunt 2” opened in Mainland China and Hong Kong on 16 February 2018 (the 1st day of Lunar New Year). The full-fledged promotion campaign included a worldwide premiere in a primetime special feature on 14 February (Lunar New Year's Eve) on Zhejiang Television, a television channel known for hosting variety shows and singing contests. Taiwanese pop band Mayday performed at the event. The lead cast of “Monster Hunt 2”, including Tony Leung and Li Yuchun, were celebrity guests invited to the big party game show. The night was filled with dancing, festivities and “Monster Hunt 2” previews. The first primetime television commercials following the signature CCTV annual New Year's Gala was that of “Monster Hunt 2”. Edko Films invested heavily in the marketing on the two television channels.

Opened in 2016, “Monster Hunt” grossed a record-breaking RMB 2.438 billion. William Kong, Executive Director of Edko Films and the financier of “Monster Hunt”, found great confidence in filming a sequel with a bigger cast and crew, including A-lister Tony Leung. In addition to television, marketing events were plenty in other premises and on media platforms. Baby monster Wuba's face was seen all over major shopping malls in Beijing, Shanghai and Guangzhou. Chinese New Year related merchandise, such as couplets and red envelopes, were distributed throughout. The auspicious and audacious marketing campaigns led to massive record-breaking success at box office with RMB 200 million at ticket presales in the history of Chinese cinema. The fantasy sequel opened with 120,000 screenings with a high 37% screen allocation. Industry professionals expect eight new releases to open on the first day of the Lunar New Year with a total RMB 1 billion box office gain, which “Monster Hunt 2” will account for approximately 50%.