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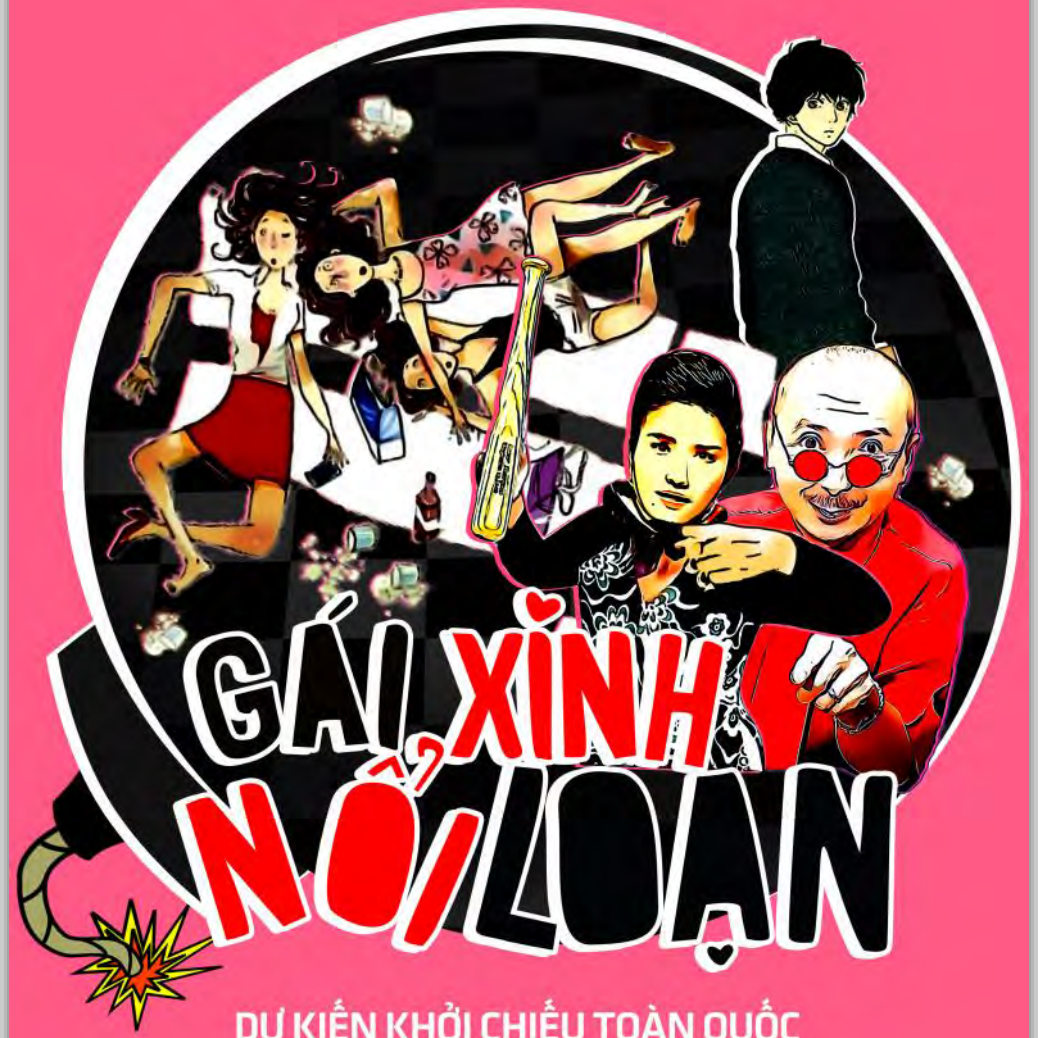


DỰ KIẾN KHỞI CHIẾU TOÀN QUỐC

08.03.2017

GIÁM ĐỐC SẢN XUẤT: PHẠM TỪ LIÊM

SẢN XUẤT: BỒ THÚY LINH

KỊCH BẢN: LÊ HOÀNG

ĐẠO DIỄN: TRƯƠNG QUANG THỊNH

DOP: NGUYỄN NGỌC CƯỜNG

Gái xinh NỔI LOẠN

Movie name	Gái xinh nổi loạn (Rebellious girls)
Duration	90 minutes
Genre	Comedy, Drama
Casting	08/09/2016
Shooting	02/10/2016
Publishing	08/03/2017
Expected Publisher	CGV

Synopsis

Luu Ly is a strong and clever girl. Khanh Mai is a graceful and gentle girl. Thanh Thao is an innocent, pure-hearted girl. Turning 18, the three beautiful girls walk into real life deciding that they have to “think differently, live differently”. In the night of Luu Ly’s 18th birthday party, they were seduced by 2 boys who are the senior students in the Conservatory.

Thanh Thao was afraid, Khanh Mai was puzzled, but Ly Cun was…

At that moment, there was a popular clip named “Girls party overnight”. It was fortunate that Ly Cun, Khanh Mai and Thu Thao are not the victims of this clip. However, being rebellious 18-year-old girls, they decided to come up with a plan to punish the bad boys to take revenge for the girls.

As the plan is about to be executed, Thanh Thao quits as her goal is different with Ly Cun and Khanh Mai, she only wishes to be herself. But her absence doesn’t affect Ly Cun and Khanh Mai’s determination.

And Tuan, Cuong, 2 characteristics within a boy, make his appearance. He is handsome, clever yet mysterious.

Overcome the physical and mental traps which Ly Cun and Khanh Mai laid out for him… in the end, he gains… love from both girls.

From close friends, who together plan to punish the boys, Ly Cun and Khanh Mai became rivals in love. Moreover, during that moment, the clip about 3 girls in Ly Cun’s birthday party night appears.

A strong Ly Cun, a vulnerable Khanh Mai and a cheater…

What to do when your 18-year-old daughter is a rebellious girl? That is a difficult question which is not only for Ly Cun’s parents to answer.

One day, hearing the saying “the youngsters always think of changing the world, the elders always think of changing the youngsters’ minds”, Ly Cun’ parents finally find the key to open the door with the question “What to do when your 18-year-old daughter is a rebellious girl?”

FILM CREW

Production Director	Mr. Phạm Từ Liêm
Producer	Ms. Bồ Thùy Linh
Director	Mr. Trương Quang Thịnh
Script	Mr. Lê Hoàng
DoP	Mr. Nguyễn Ngọc Cường
Production Studios	MBC + ACG

Director Trương Quang Thịnh

- Director of the reality television program Love Bus
- Director of Đánh thức trái tim, Màu của tình yêu, Đâu phải chia ly…
- Play main role in the famous movie “Chuột” in 2002
- Filmography:
  - Đánh thức trái tim (Television Series)
  - Quyến rũ (Television Series)
  - Sơn đẹp trai (Feature film)
- “Sơn đẹp trai” is one of the all-time-highest-revenue Vietnamese feature films which are published by Lotte Cinema

Trương Quang Thịnh notable works

Main role in Chuột - First feature film from Vũ Ngọc Đãng

Love Bus - A popular reality television program with 8 years of broadcasting and growing

Trương Quang Thịnh notable works

Đánh Thức Trái Tim - A television series with many popular actors and actresses such as Lê Thiện, Mạc Can, Lan Trinh, Thân Thúy Hà

Sơn Đẹp Trai - First feature film from Trương Quang Thịnh that grossed 26 billion VND

CASTS

Lưu Ly

- 18-year-old
- Beautiful, stylish
- Strong, independent
- Junior college student
- Rebellious

- **Option 1: Chi Pu**

7,737,988 people likes on Facebook (facebook.com/chipupu93)

- **Option 2: Phương Anh**

152,869 Followers on Facebook (facebook.com/phi.p.anh)

Potential winner of the popular show The Face

CASTS

Tuấn Cường

- 26-year-old
- Handsome, manly
- Mysterious
- Undergraduate student

- **Option 1: Kelvin Khánh**

6,215,931 likes on Facebook
(facebook.com/kelvinsinger)

- **Option 2: Huy Me**

1,385,146 people likes on Facebook
(facebook.com/HuyMeProductions)

486,106 subscribers on YouTube
(youtube.com/user/HuyMeProductions)

CASTS

Khánh Mai

- 18-year-old
- Exquisite
- Graceful, gentle
- Junior college student
- Cry baby

- **Option 1: Nhã Phương**

3,774,481 people likes on Facebook (facebook.com/nhaphuongnabi)

- **Option 2: Quỳnh Hương**
  - Young, innocent, pretty
  - Is considered the replacement of model Ngọc Trinh
  - A new face, recently discovered by director Lê Hoàng

CASTS

Thanh Thảo

- 18-year-old
- Radiant
- Pure-hearted, innocent
- Junior college student

- **Option 1: Lona Huỳnh**

110,818 Followers on Facebook
(facebook.com/lona.huynh.98)

Main actress in Sơn Tùng's MV
Âm thầm bên em:
(youtu.be/30KI5SuECuc)

- **Option 2: Mlee**

858,819 people likes on Facebook
(facebook.com/mlee.official)

CASTS

Viết Nam

- 18-year-old
- Average-looking
- Meddlesome
- Junior college student

- **Option 1: Xuân Nghị**

15,291 Followers on Facebook

(facebook.com/dvxuannghi)

Potential winner of the popular show Đấu trường tiếu lâm

- **Option 2: Phở**

7,340,554 people likes on Facebook

(facebook.com/PhoTeam)

CASTS

Ly Cun's father

- 45-year-old
- Friendly, humor
- Insurance saleman
- Henpecked

- **Option 1: Hoàng Sơn**

Famous comedian, play in "Võ lâm truyền kỳ", "Công Chúa Teen & Ngũ Hổ Tướng"…

- **Option 2: Hữu Châu**

Famous comedian, play in "Tấm Cám, Chuyện chưa kể"

- **Option 3: Thanh Nam**

Famous comedian

Excellent artist

Favorite actor – HTV Awards 2010

CASTS

Ly Cun's mother

- 42-year-old
- Beautiful
- Strict, quietly rebellious
- Restaurant chef
- Authoritarian towards her husband and daughter

- **Cát Tường (expected)**

65,870 Followers on Facebook (facebook.com/cattuong.nguyen.96)

CASTS

Tuan Cuong's father

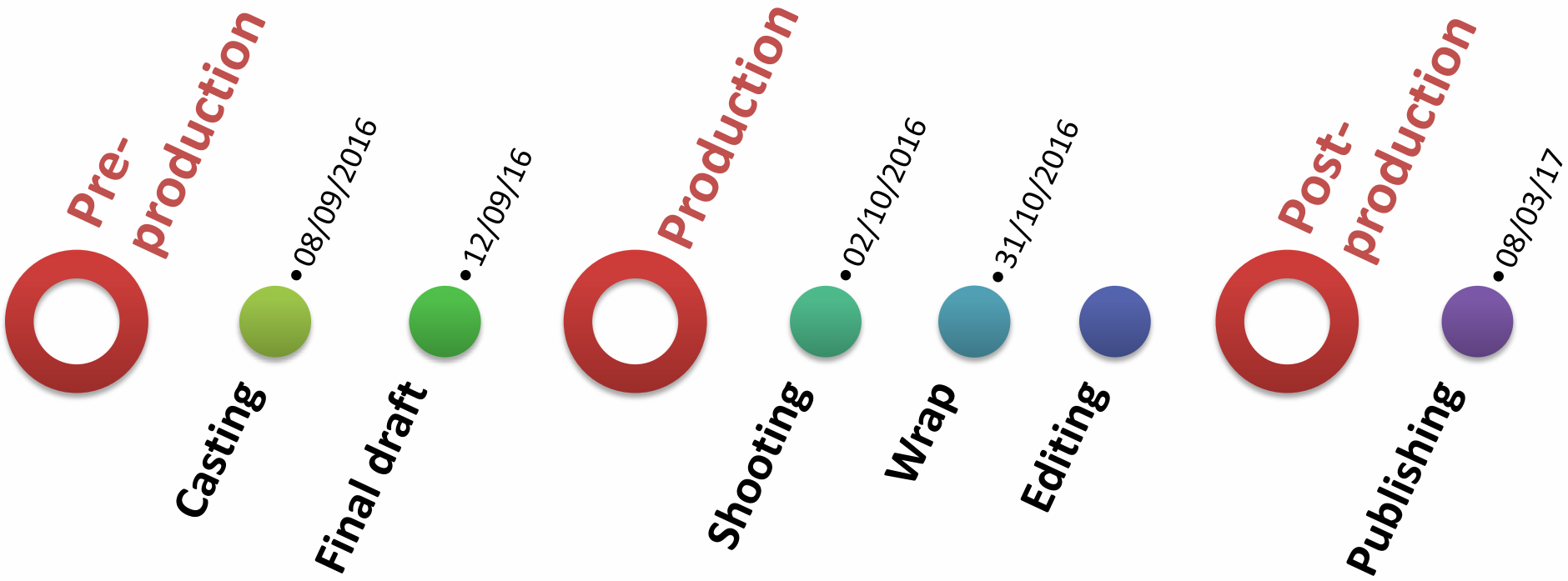
- 55-year-old
- Classy
- Composed
- Businessman
- Drive a car

- **Tùng Yuki (expected)**

Famous actor

Play in many films directed by Vũ Ngọc Đãng such as "Vừa đi vừa khóc", Bí mật tam giác vàng"…

PRODUCTION TIMELINE



CGV is the biggest distributor in Vietnam with **60%** market share, **35** cinemas in 11 cities, **252** screens and more than **30,000** seats.

CGV plans to open **3** more cinemas (**15** screens) this year and **10** more cinemas every year and hit the target of **60** cinemas in 2018.

CGV

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12.2015

30 CINEMAS

196 SCREENS

28,162 SEATS

2020

PLANS TO OPERATE **80+** CINEMAS BY 2020

CGV'S LEADING IN CINEMA TECHNOLOGIES

IMAX

EXCLUSIVE PARTNERSHIP WITH IMAX IN VIETNAM

DOLBY ATMOS™

4DX™

THREE SCREENS IN HANOI & HCM

SWEETBOX

PREMIUM CINEMA

★★★★★

BO share by distributors

Screen share

DISTRIBUTION PLAN

ROUND 1

Within at least the first 4 weeks after the release date, the film will be shown at all the big theater chains (CGV, Galaxy, BHD, Lotte) in big cities such as Hanoi, HCMc, Da Nang, Hai Phong, Quang Ninh, Can Tho, Dong Nai, Binh Duong with a total of 102 theatres and more than 500 screens.

ROUND 2

Right after round 1, the film will continue be shown in local theaters of over 40 other provinces such as Hue, Nghe An, Binh Dinh, Long An, Ben Tre, Lam Dong, etc.

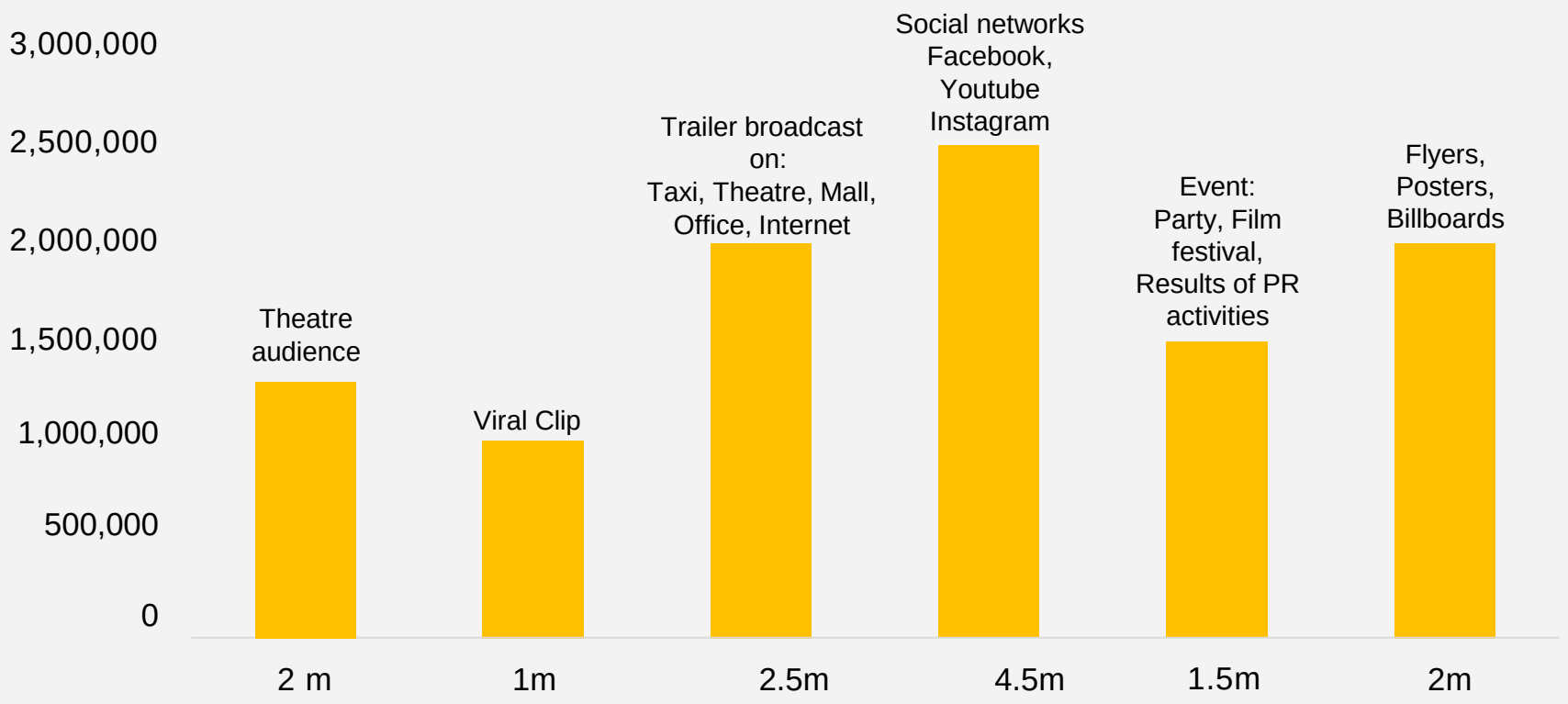
ROUND 3 (planned)

The professional international sales team of CJ Entertainment will bring the film to international film festivals in Japan (such as Tokyo, Osaka...), sell the right to cable TV, paid TV, in flight entertainment, etc.

AUDIENCE ARE ESTIMATED TO REACHED

MORE THAN 13 MILLION

VIA VARIOUS MARKETING MEANS:



Estimated to reach **13.5 million** audience

GAI XINH NOI LOAN will focus on about 51.1% Vietnamese population, especially people under 30. Our goal is to reach **2,000,000 audience** and raise awareness among **13,500,000 audience** nationwide via marketing.

SPONSORSHIP - BENEFITS

EXCLUSIVE
$100,000 cash & products/services

- Exclusive with maximum and continuous brand appearance within the film under the support and arrangement of Director.
- Become exclusive partner, brand will have these benefits: thanks at the end (Ending credit), trailer, poster, standees, flyers, invitations and backdrops of the film
- Optimize marketing campaign for both the brand and the film.

DIAMOND
$50,000 cash & products/services

- Brand/product appears frequently and continuously with the support and arrangement of Director.
- Diamond sponsors will have: thanks at the end (Ending credit), trailer, poster, standees, flyers, invitations and backdrops of the film
- Combine marketing campaign for both the brand and the film.

GOLD
$30,000 cash & products/services

- Brand/product appears occasionally as guided by the Directorsupport and arrangement of Director.
- Gold sponsors will have: thanks at the end (Ending credit), trailer, poster, standees, flyers, invitations and backdrops of the film
- Mentioned in the marketing campaign for the film.

SILVER
$15,000 cash & products/services

- Brand/product appears for a certain duration as guided by the Director.
- Silver sponsors will have: thanks at the end (Ending credit), trailer, poster, standees, flyers, invitations and backdrops of the film
- Mentioned in the marketing campaign for the film.

***Sponsorship and benefits can be modified to be suitable for one specific brand.**

SPONSORSHIP - BENEFITS

CHANNEL	ACTIVITIES	DETAILS	EXCLUSIVE (100,000 USD)	DIAMOND (50,000 USD)	GOLD (30,000 USD)	SILVER (15,000 USD)
PRODUCT PLACEMENT	***APPEARANCE IN FILM***	Product/brand will appear in 04 scenes during the film (10s/scene) Materials with product/brand appearance will be used for 01 year	✔			
		Product/brand will appear in 03 scenes during the film (05-07s/scene) Materials with product/brand appearance will be used for 09 months		✔		
		Product/brand will appear in 02 scenes during the film (05s/scene) Materials with product/brand appearance will be used for 06 months			✔	
	PICTURES & VIDEOS	Sponsor will receive materials containing content of product/brand appearance in the film, and can use them for other marketing purposes	✔	✔	✔	
CREDIT		Logo / brand of the sponsor will be introduced and thanked at the end (the film will be broadcast at ~1,000 theatres in Vietnam)	✔	✔	✔	✔
TRAILER		***Sponsor Logo appears in the trailer, which will be broadcast at:*** - **In the theatre:** in the halls of the theatres in Vietnam (~1,000 theatres) - **Social networks:** Film fanpage, Casts' fanpage, other entertainment and movie pages, movie webs - **Channel Youtube:** MCV Media, CGV Cinema, other entertainment and movie channels - **TV:** YanTV, Yeah1 TV, MTV, HTV	✔	✔		
BEHIND THE SCENES	***LOGO***	***Sponsor Logo appears on all Behind the Scenes clips*** These clips will be publish on: Youtube, TV, partnered channels and other PR pages	✔	✔	✔	
	OTHERS	Meeting with casts and crews	✔	✔	✔	

CHANNEL	ACTIVITIES	DETAILS	EXCLUSIVE (100,000 USD)	DIAMOND (50,000 USD)	GOLD (30,000 USD)	SILVER (15,000 USD)
OUTDOOR MARKETING	***BILLBOARD***	Logo on billboard	✔			
	LARGE BANNERS	Logo on large banners outside the theatres	✔	✔		
ONLINE	***FACEBOOK (MINI GAME)***	Sponsor's Products/Services can be used as rewards for interactive activities/ games on fanpage	✔	✔	✔	✔
PR		PR articles on newspapers and online news portals	4	2	1	
EVENT	***WRAPING PARTY***	Sponsors are invited to the party	4	2		
	BROADCAST PREMIERE	Logo on center backdrop	✔	✔	✔	✔
		Logo on step and repeat	✔	✔	✔	✔
		Sponsors are invited to the premiere and special broadcast session	16	10	6	4
		Sponsor's representative are invited on stage to receive flowers	✔	✔	✔	✔
		Casts take photo with logo / standee of the sponsors	✔			
		Products / services can be used as gifts for the participants (50% celebs, 20% journalists, 30% businesspeople)	✔	✔	✔	✔
		Broadcast TVC (under 30s) before film broadcasting (TVC is prepared by the sponsors) at CGV	1			
		Sponsors will be honored and taken photo with the main casts	✔	✔	✔	
	CINE TOUR	Logo on cinetour backdrop (15 theatres in Hà Nội and HCM)	✔	✔		

CHANNEL	ACTIVITIES	DETAILS	EXCLUSIVE (100,000 USD)	DIAMOND (50,000 USD)	GOLD (30,000 USD)	SILVER (15,000 USD)
POSM	***STANDEE***	Logo on standees (quantity of 120)	✔	✔		
	CINEMA BOOTH DISPLAY	Logo on movie booth in large theatres (quantity of 20)	✔			
	POSTER	Logo on poster in all the theatres (quantity of 300 posters at 100 theatres)	✔	✔	✔	
	INVITATION CARD	Logo on invitations to the Film announcement (500 guests) & on invitations to Film broadcasting premiere (3,000 guests)	✔	✔		
OTHERS	***TICKETS***	Free tickets during the broadcasting period	200	100	50	
	TRAILER	Additionally, trailer of products/brand will be broadcast	✔			

Product placements in film

Products appear in MV of actress

Brand/Product appearance
in movie banners/posters

Product placement in cinemas

THANK YOU!