



LOCKOUT
Opens April 13, 2012

Regional Campaigns

Philadelphia

LOCKOUT-Philadelphia 76ers vs. New Jersey Nets

Friday, April 13, 2012

LOCKOUT was out in full force to help get Philly sports fans excited for the release at the Philadelphia 76ers game on Friday, April 13! A street team distributed promotional items including posters and T-shirts and this gave these faithful sports fans something to look forward to other than their team winning!



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



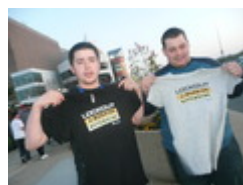
76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets



76ers vs. Nets

Lockout > Regional Campaigns

Start Date: 04/13/2012

End Date: 04/13/2012

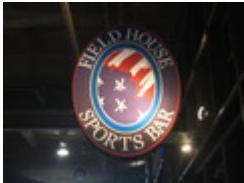
04/16/2012: created by user: kmiller

Philadelphia

LOCKOUT'S "A Night Out" at The Field House

Thursday, April 12, 2012

On April 12th, The Field House held a LOCKOUT party before the night before the film's release! The college crowd came out strong and loved the promo items, especially the posters! Students could not wait to see LOCKOUT the next day!



The Field House



The Field House



The Field House



The Field House



The Field House

Start Date: 04/12/2012

End Date: 04/12/2012

04/16/2012: created by user: kmiller

Philadelphia

LOCKOUT Prison Break Escape Kits

Monday, April 9, 2012

Students needing to break out from the monotony of mid-terms and the mid semester slump received LOCKOUT escape kits during the week of release! Designed with the LOCKOUT backpacks, they contained shirts, posters, and flashlights which were all tools to help them find their great escape!



Prison Break Escape Kits



Prison Break Escape Kits



Prison Break Escape Kits



Prison Break Escape Kits



Prison Break Escape Kits



Prison Break Escape Kits



Prison Break Escape Kits

Start Date: 04/09/2012
End Date: 04/13/2012

04/04/2012: created by user: kmiller

Philadelphia

LOCKOUT'S "Prison Break" Poster Promotions

Monday, April 9, 2012

LOCKOUT escaped onto La Salle, Drexel and University of Pennsylvania's campus during the week of release! Posters were hung and distributed across major points at each campus. The posters helped students plan an escape to their local theaters to see LOCKOUT!



Drexel University



Drexel University



Drexel University



Drexel University



La Salle University



La Salle University



La Salle University



La Salle University



La Salle University



Drexel University



Drexel University



University of Pennsylvania



University of Pennsylvania



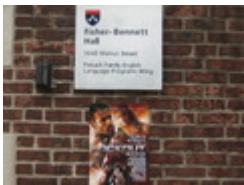
University of Pennsylvania



University of Pennsylvania



University of Pennsylvania



University of Pennsylvania



University of Pennsylvania



University of Pennsylvania



University of Pennsylvania

Start Date: 04/09/2012
End Date: 04/13/2012

04/04/2012: created by user: kmiller

Philadelphia

"Prison hits home, five television shows and films that will capture you"-The Collegian Article

Thursday, April 5, 2012

The Collegian, La Salle University's student newspaper, ran a LOCKOUT feature on Thursday April 5th. Focusing on TV shows and movies that use prison as a story tool and offer great suspense, the article ran right before Easter providing students something to watch and prepare themselves for LOCKOUT!



Prison Hits Home, five television shows and films that will capture you.

Start Date: 04/05/2012
End Date: 04/05/2012

04/04/2012: created by user: kmiller

Philadelphia

LOCKOUT'S "A Night Out" at McGillins Old Ale House

Thursday, April 5, 2012

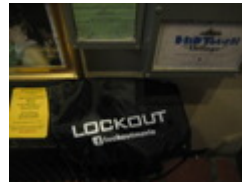
On April 5th, Philly's college crowd escaped their campuses for a night out before easter at one of the city's most popular college bars, McGillins Old Ale House. Multiple promo items were distributed and the backpacks were the most popular! Students could not wait to break out again and go see LOCKOUT!



McGillins Old Ale House



McGillins Old Ale House



McGillins Old Ale House



McGillins Old Ale House



McGillins Old Ale House



McGillins Old Ale House



McGillins Old Ale House

Start Date: 04/05/2012
End Date: 04/05/2012

04/04/2012: created by user: kmiller

Philadelphia

Philadelphia Sports Team Promotions

Thursday, April 5, 2012

LOCKOUT took advantage of the Flyer's last home game and Phillies home opener to spread word to excited Philly sports fans. A street team distributed promotional items, including T-shirts and mini posters, to fans tailgating before both events.



Flyers vs. Sabres



Flyers vs. Sabres



Phillies Home Opener



Flyers vs. Sabres



Flyers vs. Sabres



Flyers vs. Sabres



Flyers vs. Sabres



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener



Phillies Home Opener

Start Date: 04/05/2012

End Date: 04/15/2012

04/11/2012: submitted by user: kmiller [Submitted](#)

Philadelphia

Sunday, April 1, 2012

LOCKOUT Retail Partnerships

Beginning on April 1st, numerous retail locations that reach the target demo hung LOCKOUT posters within their stores and created displays to help promote the film and distributed screening passes.

Locations included:

Atomic City Comics

Phantom Hand Gallery

Nocturnal Skateshop

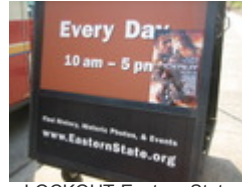
Eastern State Penitentiary



LOCKOUT-Eastern State Penitentiary



LOCKOUT-Eastern State Penitentiary



LOCKOUT-Eastern State Penitentiary



LOCKOUT-Nocturnal Skate Shop



LOCKOUT-Phantom Hand Gallery



LOCKOUT-Phantom Hand Gallery



LOCKOUT-Atomic City Comics



LOCKOUT-Atomic City Comics



LOCKOUT-Atomic City Comics



LOCKOUT-Phantom Hand Gallery



LOCKOUT-Atomic City Comics

Start Date: 04/01/2012

End Date: 04/12/2012

04/11/2012: submitted by user: kmiller [Submitted](#)