



## Keep your film campaign fresh and exciting with these new materials

### Audience Testimonial Video

Audiences and film critics are raving about *Dream Big*. So we made a fun video using their testimonials. Create buzz for the film by sharing this video with your online communities and posting it to your website. It is also available as a TV spot!



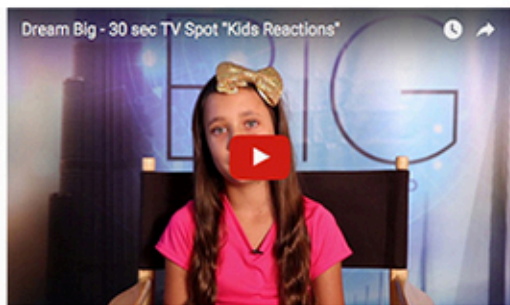
### Positive Review Quotes

Refresh your print and digital ads with these glowing film review quotes. Highlight the film's 100% "fresh" rating on the Rotten Tomatoes "Tomatometer" and draw attention to Common Sense Media's *Dream Big* endorsement with these fun graphics. Share them on social media and post them to your *Dream Big* website page.



### New TV Spots

We produced two new TV spots—an "Audience Testimonials" piece that includes all the great review quotes, and the adorable "Kids React to Dream Big." Both spots aim to show parents that *Dream Big* is a great experience for their families.



### New Radio Spot

We've added a new :30 general radio spot to our collection, based on requests from a few theatres. Check out all the spots on the resource site.



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30 SEC RADIO SPOT - "INSPIRATION"



15 SEC RADIO SPOT - "GENERAL"

## Social Media Ads

Many theatres are already successfully advertising on Facebook and Instagram. Here are [some ads](#) that we are using. The bright blue ad with the child is doing particularly well for us. Don't forget we have some short [Fun Fact Videos](#) that work great in promoted posts, such as the [Great Wall of China](#) and the [Falkirk Wheel](#). Just add some fun fact copy (available in the [Social Media Toolkit](#)) and see how many clicks you get! We'd love to see what ads are working best for you. Please send them to [Shauna Badheka](#) and we'll post them to our resource site.



## BTS Videos plus First Spanish Language Video

We've added five new behind-the-scenes videos to YouTube. Share these on social media, loop them in your theatre lobby, and pitch them to local media. The videos include filming at the [Great Wall of China](#), in [Haiti](#), at [Carl Hayden High School in Phoenix](#), and the [Hyperloop](#). For the first time, we have also created a Spanish-language promo video featuring [Angelica Hernandez](#) talking about her inspiration for becoming an engineer. And don't forget these 2 popular videos [Meet the Women Engineers of Dream Big](#) and [Kids React to Dream Big](#)!



## Educator Guide & Educational Videos

The [educator guide](#) is now available for download, both as a complete guide and as individual lesson plans. The guide includes 12 lesson plans for grades K-12 that are aligned with NGSS standards. Each lesson plan also comes with a link to a series of [ten educational videos](#) that go into greater depth on engineering topics found in the film. These videos are posted on the [Dream Big website](#) and also at [DiscoverE.org](#). Great resources to share with your educators and with teachers coming for a field trip!



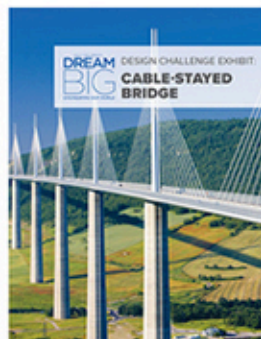
EDUCATIONAL VIDEO - "A LICENSE TO ENGINEER: LET'S GO PROFESSIONAL"



EDUCATIONAL VIDEO - "INNOVATIVE ENGINEERS: OUR HIGH-TECH FUTURE"

## Design Challenge Exhibits

Two original [Design Challenge Exhibits](#) are now available for exhibitors to build and display in their maker spaces or anywhere families can tinker and solve an engineering challenge. Each Design Challenge links directly to content seen in *Dream Big*. Download each design manual with instructions for building each exhibit. Help your museum-goers think like an engineer!



**Thank you for dreaming big with us!**

**The MFF Marketing Team**

Lori Rick, Mary Jane Dodge, and Shauna Badheka

[www.dreambigfilm.com](http://www.dreambigfilm.com)

*Dream Big* is a MacGillivray Freeman film produced in partnership with American Society of Civil Engineers and presented by Bechtel Corporation.



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