A PIECE OF JURASSIC PARK, BROUGHT TO LIFE

TYLER HAM • LAUNCH STRATEGY | SOCIAL STORYTELLING | FAN ENGAGEMENT | MEDIA COORDINATION

THE OPPORTUNITY

For Jurassic Park's 30th anniversary, Paragon FX Group partnered with Universal to launch a replica of one of the franchise's most recognizable pieces of movie mythology: the Cryo-Canister.

THE STRATEGY

As Creative Director, I built a teaser-to-reveal campaign with Universal and Paragon FX Group, targeting franchise fans and prop collectors

- Developed the campaign concept, teaser creative, and social copy
- Built anticipation through targeted fan communities and movie-prop
- collector audiences
- Orchestrated the product reveal around SDCC Preview Night
- Coordinated a SYFY.com product review around launch
- Extended the campaign through press coverage and a collaboration with Adam Savage's Tested

RESULTS & REACH

Displayed at SDCC 2023, which drew ~135K attendees

380K+

views on the Adam Savage's Tested video

MULTI-CHANNEL

Social, fan communities, press, SDCC, and creator coverage

SALES + EXPOSURE

Campaign supported product visibility and sales, resulting in exposure for both the product and Paragon FX Group in a crucial start-up growth phase

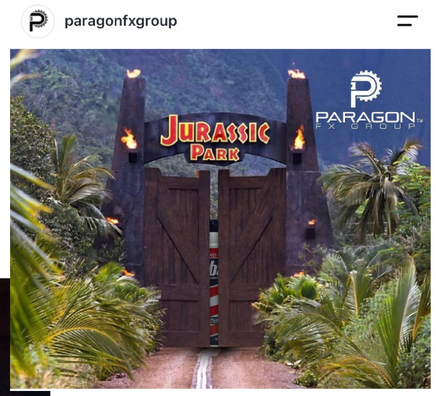
FEATURED VIDEO

Adam Savage's Tested — Cryogenics Canister replica
youtube.com/watch?v=Zh7XTsCU7AQ

SOCIAL POSTS









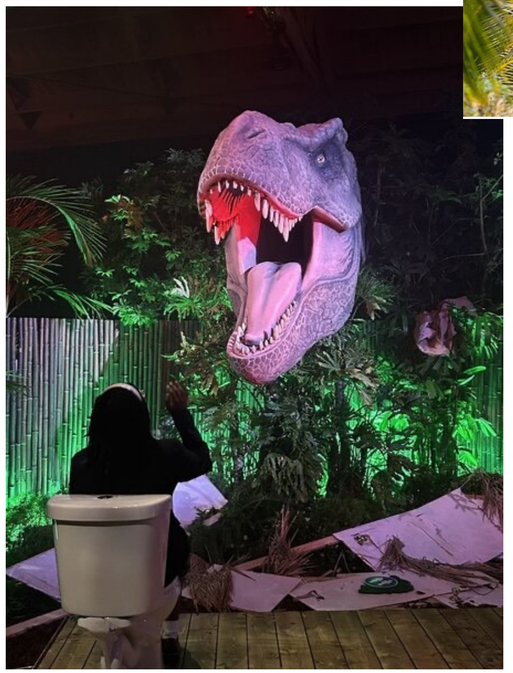
SYFY REVIEW



PRESS RELEASE



UNIVERSAL'S JP30 EXPERIENCE



TESTED VIDEO

