

**Final Marketing Review**

# ROALD DAHL ON FILM

**40** Venues

**149** Screening Locations

**903** Screenings

**48,754** Admissions

**59** Matilda Scratch 'n Sniff Screenings

**1** Evaluation Game

**48** Newly Developed Resources

**7** Partner Resources



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# ROALD DAHL ON FILM

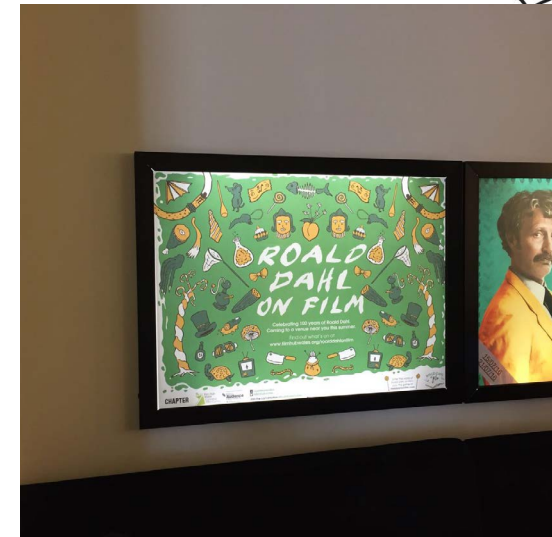
## Marketing materials



Roald Dahl on Film postcards



Roald Dahl on Film badges



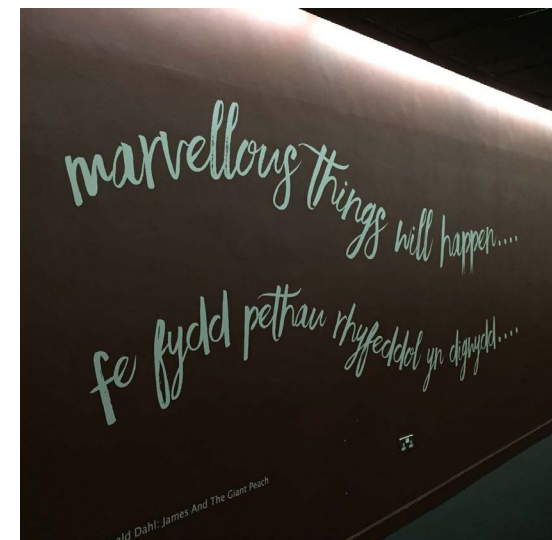
Roald Dahl on Film poster up in venues



Roald Dahl on Film bags



Roald Dahl on Film badge with poster



James and the Giant Peach quote at Chapter

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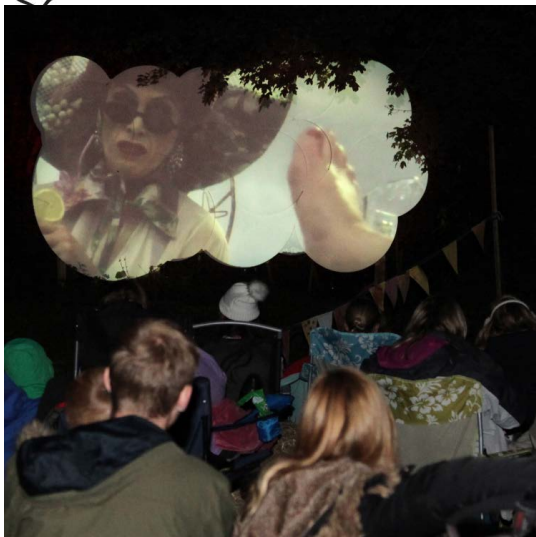
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# ROALD DAHL ON FILM

## Event images



Arts Alive, Shropshire



Blue Door Cinema, Cornwall



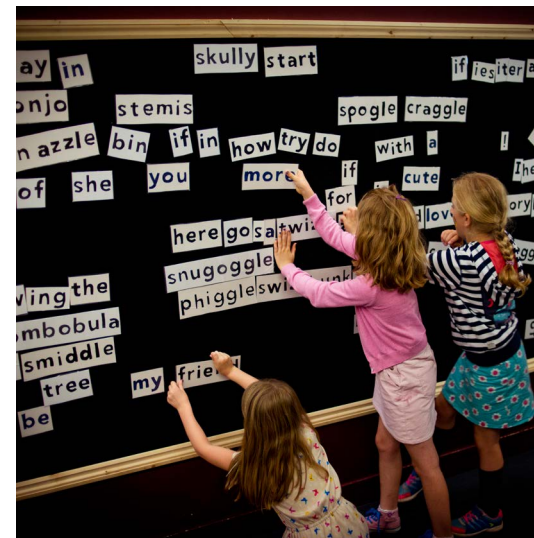
Chapter, Cardiff



Arts Alive, Shropshire



Blue Door Cinema, Cornwall



Chapter Cardiff

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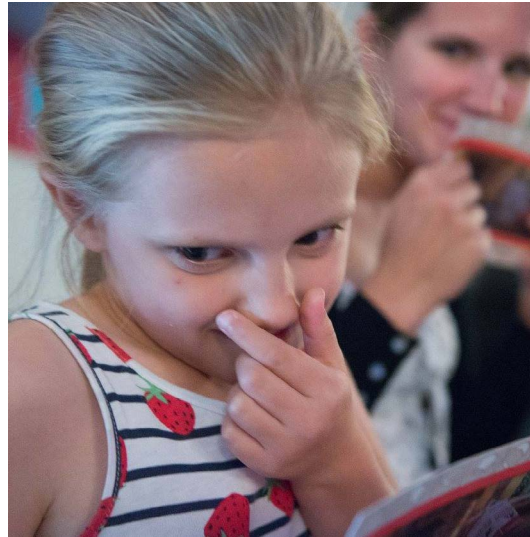


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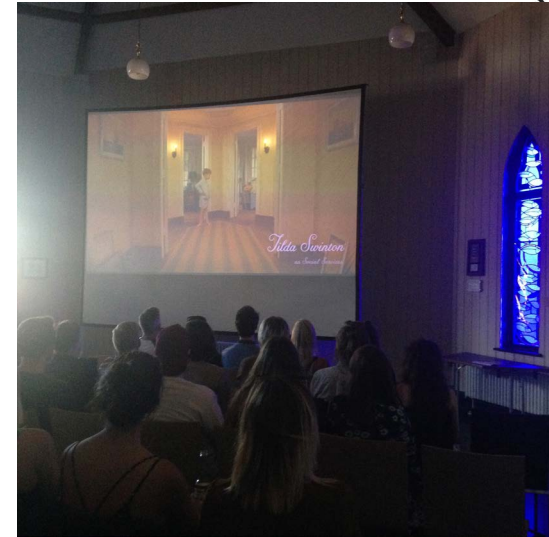
## Event images



Cinemagic, Belfast



Cornwall Film Festival



Darkened Rooms, Cardiff



Cinemagic, Belfast



Cornwall Film Festival



Darkened Rooms, Cardiff

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# ROALD DAHL ON FILM

## Event images



Driftwood Cinema, Wigtown



Duke of York, Brighton



Llancarfan Village Hall, Llancarfan



Duke of York, Brighton



HOME, Manchester



Llancarfan Village Hall, Llancarfan

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# ROALD DAHL ON FILM

## Event images



Metamorphosis Open Cinema, Lancaster



Paget Rooms, Penarth



Penarth Pier, Cardiff



Metamorphosis Open Cinema, Lancaster



Paget Rooms, Penarth



Penarth Pier, Cardiff

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## Event images



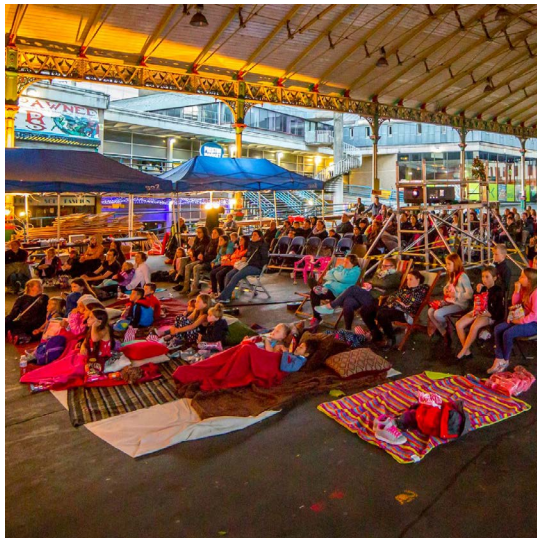
They Eat Culture, Preston



Storyhouse Live, Chester



TAPE , Colwyn



They Eat Culture, Preston



Storyhouse Live, Chester



TAPE , Colwyn

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# ROALD DAHL ON FILM

## Event images



Theatr Gwaun, Fishguard



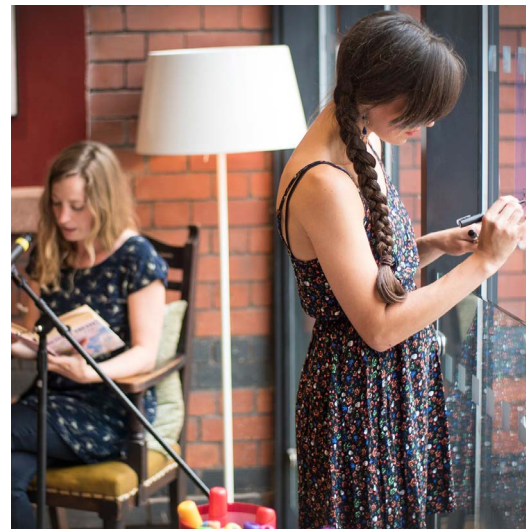
Watershed, Bristol



Wicked 16 Festival, Wales



Duke of York, Brighton



Watershed, Bristol



Wicked 16 Festival, Wales

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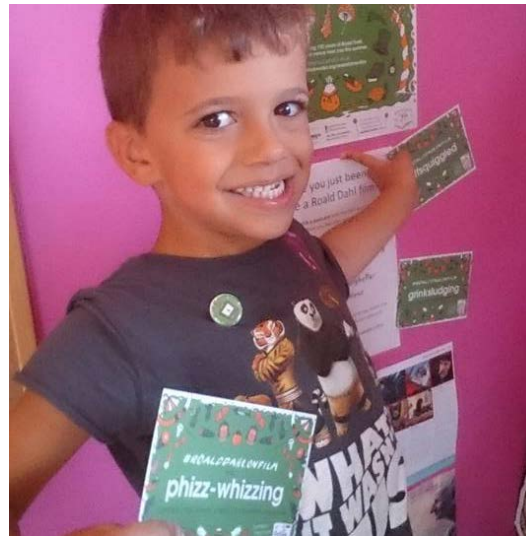


# ROALD DAHL ON FILM

## Oxford postcard competition



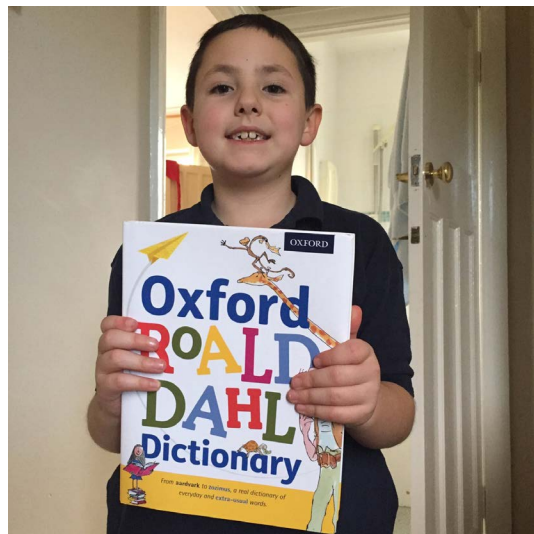
Postcard competition entry



Postcard competition entry



Postcard competition entry



Competition winner in Wales



Competition winner in Sheffield



Competition winner in Lancashire

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# ROALD DAHL ON FILM

## John Lewis competition



Lisa collecting prizes from John Lewis Cardiff



One winning entry



First winner is announced

Film Hub Wales @FilmHubWales · Aug 15  
Win one of these amazing whizzpopping BFG toys! Just tweet telling us what makes you extraordinary  
#RoaldDahlonFilm  
John Lewis and Chapter Arts Centre



Call out for entries on Twitter



A selection of entries



Another winner collects their prize

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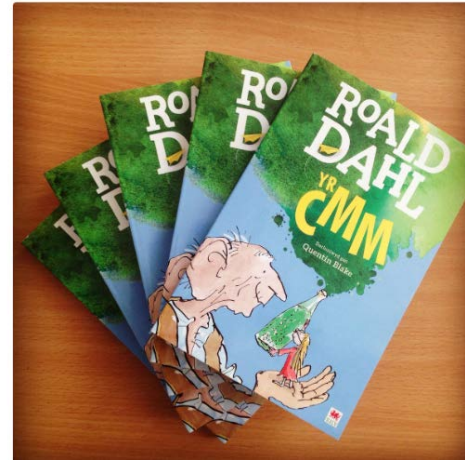
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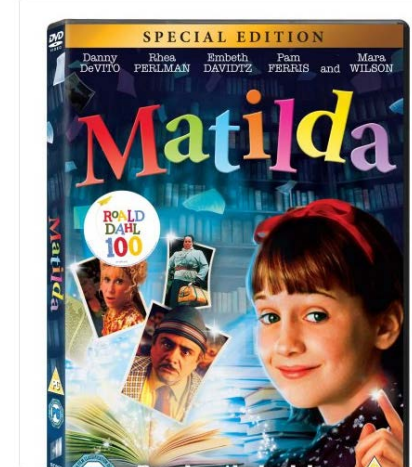
## Other competitions



Welsh language BFG courtesy of Rily Books



### Entry for Rily Books competition



Matilda DVD giveaway courtesy of Sony



### One winner of Sony giveaway



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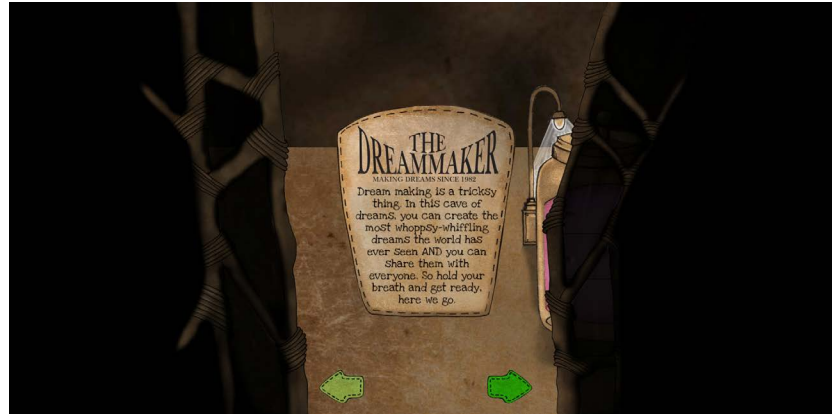


# ROALD DAHL ON FILM

## Online evaluation game

An innovative online evaluation game designed and made with Yello Brick. Young audiences answered survey questions through this unique online journey, which finally created a 'ringbeller dream' that they could share socially.

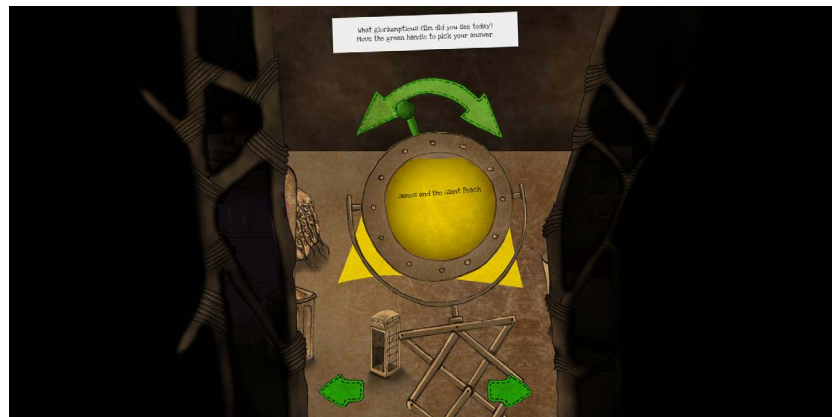
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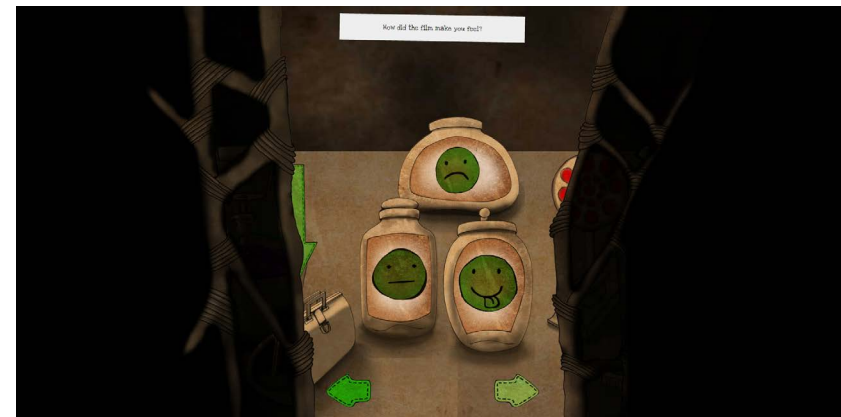
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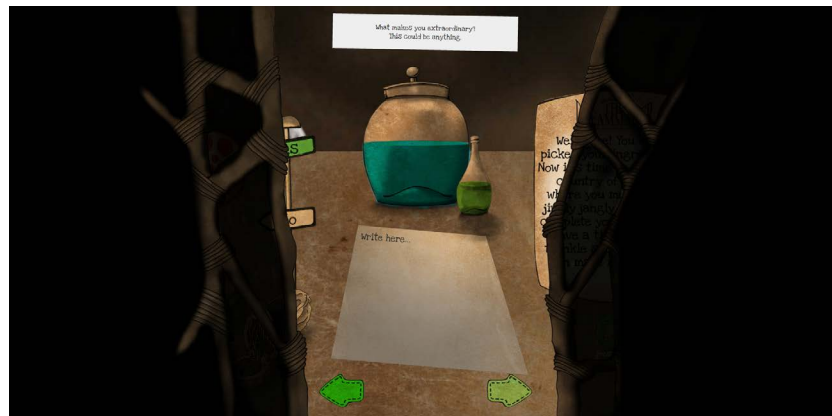


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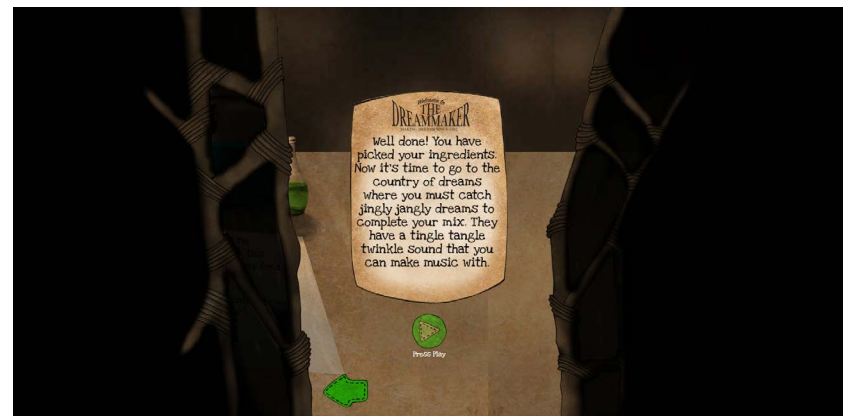
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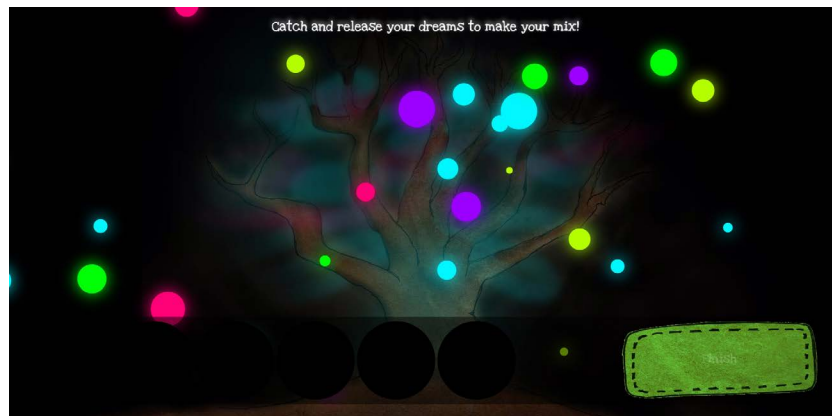
5.



6.



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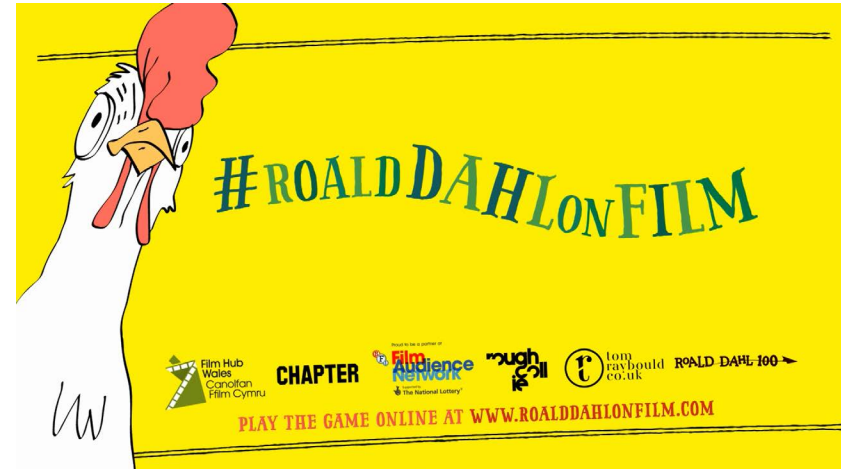
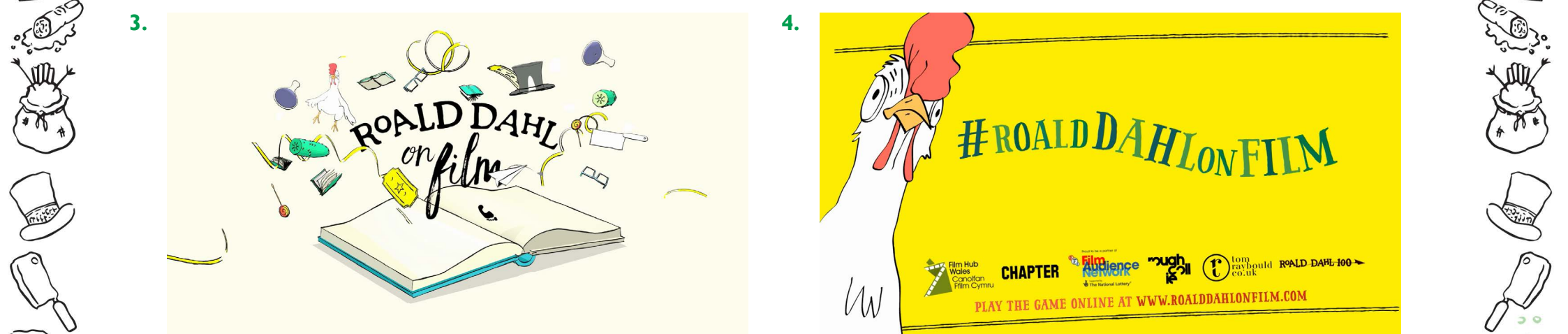


# ROALD DAHL ON FILM

## Cinematic season trailer

An animated cinematic season trailer. The trailer was made available to participating venues to promote the upcoming season, and then updated once season had begun.

A blue book cover with a white oval sticker that reads "coming to a cinema near you this summer". The book is shown from a slightly angled perspective, casting a soft shadow.



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# ROALD DAHL ON FILM

## Resources



Film education pack based on the films for ages 5-8 and 8-12



Young audience reviews

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**ROALD DAHL ON FILM**

Resources



Film programme notes by academic Darrell Buxton

Essays from Serbian school children



Film programme notes by academic Darrell Buxton

Essays from Serbian school children



# ROALD DAHL ON FILM

## Press coverage

### COMEDY / CINEMA

in the GUIDE

## Celebrating Dahl's centenary

FANS of all ages will be able to relive their most magical memories this year, as Roald Dahl's films are brought to life on the big screen.

To celebrate Roald Dahl 100, the centenary year of Roald Dahl's birth, Chapter and Elm Island Wales are leading a family friendly film programme that will celebrate the world's number one storyteller, born in Cardiff in 1916.

The season runs until the end of September, with Roald Dahl Day on September 13, celebrating 100 years since Dahl's birth.

August will see an interactive cinematic experience of childhood favourite Matilda, which celebrates its 20th anniversary. For this special event there will be scratch 'n sniff cards provided to accompany the screenings.

There'll also be a week-long workshop in the form of Stinky Flicks, where young people can join in to create an interactive screening of Charlie and the Chocolate Factory.

Digital Spy. TV REALITY TV



How Warner Bros can recover from Suicide Squad  
Rupert G Child on

## Roald Dahl's Matilda will be brought to life with sniff film screenings

Will we find out what Bruce's chocolate cake smells like?



### Booking now film festivals and

#### Roald Dahl On Film

Dahl's stories haven't just lived on since his death, they've found a new lease of life on screen and stage. Marking his centenary, venues across the country are showing movies he either wrote or inspired, including You Only Live Twice and Gremlins. There's also a special scratch 'n sniff screening of the 1971 classic and a chocolate tasting session.

Willy Wonka & the Chocolate Factory, September 17

Sweet tooth? Satisfy the craving with an extra special kid's club screening of the 1971 classic and a chocolate tasting session.

The Witches/The BFG (TBC), October 9. Activities to be confirmed. For more information and tickets, visit: picturehouses.com/cinema/

York, Picturehouse. To find out more about what's on in your area and how to buy tickets, visit: filmhubwales.org/roalddahlonfilm or facebook.com/roalddahlonfilm. Enter the world of Roald Dahl and play a game online at roalddahlonfilm.com

City Screen, York has programmed a range of Kids' Club screenings: Fantastic Mr Fox, September 3. Children can become one of Wes Anderson's colourful movie characters in an animal dress-up screening.

Matilda: Scratch 'n Sniff, September 10. Celebrate the 20th anniversary of the 1990s classic with a sense-

#### Bugsy's 40th Birthday Bash

Parents might feel their age at this gangster film tribute, but kids will lap up the splurge guns, a youth-friendly speakeasy, dress-up ops, exhibitions and workshops. Some of the original cast, doubtless feeling their age, too, will also be in attendance.

BAFTA, WI, Sat & Sun



# Smelly vision

By TOM DAVIDSON  
Daily Post Reporter

FILM fans will be able to engage their sense of smell as they enjoy an adaptation of the classic book Matilda.

"Scratch 'n sniff" screenings will be shown, not month as part of the Roald Dahl Film season to celebrate the centenary of the author's birth.

Fans of the 1991 classic starring Danny DeVito will be able to sniff Bruce Bogtrotter's giant chocolate cake and wrinkle their noses at fish paste sandwiches at Ysgol Bryn Eilan, Old Colwyn, and the Magic Lantern, Tynym.

Based on the cinema and TV technology introduced in the late 70s and early 80s, audiences will be given a scratch card containing 10 weird and wonderful

## SCRATCH 'N SNIFF SCREENINGS OF ROALD DAHL'S CLASSIC MATILDA

odours that link to key scenes in the film. When prompted, viewers are invited to scratch and sniff the gel odour.

Sources of the smells are named on the card, but not the actual scent, meaning viewers will have to guess and compare notes with their friends.

More than 40 such screenings of Matilda have already been confirmed across



the UK, including the school-only one at Ysgol Bryn Eilan on September 13 and the Magic Lantern on September 11.

They are the work of Scratch 'n Sniff Cinema, set-up by producer and artist Ben O'Callaghan and illustrator Simon Misa.

Mr O'Callaghan said: "Smell is often ignored as a stimulus for play

response, but it's a powerful emotion trigger. Our techniques are deliberately silly and old-fashioned, using places a torch and scent-soaked scratch card. "You're even encouraged to chat the person next to you, as different noses make different conclusions."

"We think Roald Dahl would appon of our playing and acting craft in a up where we're supposed to behave."

Hana Lewis, of Film Hub Wales, said: "Our team, partners and audiences are all immensely excited about the arrival Matilda Scratch 'n Sniff as part of the o cal Roald Dahl On Film season."

"We're excited to offer a unique, a exciting event for families, young au ences and even the adults in cinema: all shapes and sizes and in different p of the country where audiences mi not otherwise get a chance to see it."

### BATHCHRONICLE

WED 20°C Sunny

News Sport Bath Weekend What's On Jobs Property Motors Directory ME NEWS SPORT ENTERTAINMENT LIFESTYLE MORE TRENDING NUTSHELL

## Film adaptations of Roald Dahl books to be shown in Bath to mark Roald Dahl 100 celebrations

By James Crawley | Posted: July 12, 2016

8+ Share Tweet f Share Email 0 COMMENTS 6 SHARES



### METRO

NEWS... BUT NOT AS YOU KNOW IT 87.1M SHARES

NEWS SPORT ENTERTAINMENT LIFESTYLE MORE TRENDING NUTSHELL

## Os classic Matilda is heading to the g screen and it stinks

Kelly Jade Thursday 4 Aug 2016 6:06 pm

8+ 2.3k



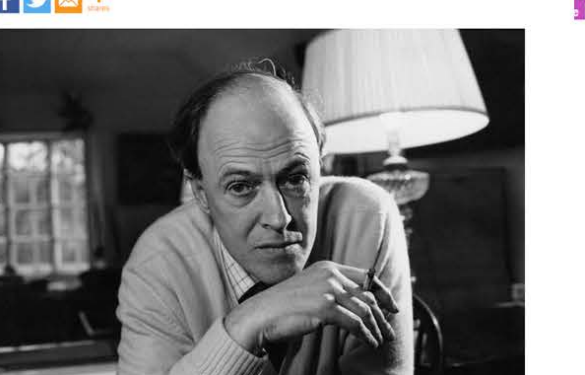
Going Out Events & Attractions

## Film screenings and fancy dress to celebrate 100 years of Roald Dahl

Dahl will be remembered at cinemas across the capital in September

ROBERT DEK | Thursday 3 July 2016 | 320 comments

f t e 1 share



Collage of press coverage. Clockwise from top left: South Wales Argus, The Northern Echo, The Guardian, Bath Chronicle, Metro, Evening Standard, Daily Post, Digital Spy

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# ROALD DAHL ON FILM

## Press coverage



### Pick of the Week: Roald Dahl on Film



Find out what's happening on Rife Guide this week, including a summer celebration of Roald Dahl's books brought to life on the big screen.

"Marvellous things will happen; things even you never dream of..." - James

2016 marks 100 years since the birth of the world storyteller - Roald Dahl. A man of many talents, he wrote, plotted, a chocolate historian, a medical man who wrote some of our most treasured childhood

### Daily Echo



### Southampton to celebrate 100th birthday of Roald Dahl on Film

6 Jun 2016 / [Milly Porter](#), Entertainment & Features / [Twitter](#) [Facebook](#) [LinkedIn](#) [Google+](#) [Print](#) [Email](#) [0 comments](#)

Don't be the last to know! Get the latest local news straight to your inbox.

Roald Dahl would have turned 100 this year which has prompted a UK-wide celebration of his work on film.

Film Hub Wales and Chapter launch a major season of film across 49 unique locations this summer including Harbour Lights [Picture House](#), [Southampton](#)

The launch of the family-friendly film programme celebrating the world's number one storyteller, who was born in Cardiff in 1916, coincides with the release of Entertainment One's *The BFG*, in July, and culminates on Roald Dahl Day on September 13 - 100 years since Dahl's birth.



### Lots of fun for the children at HOME Manchester this summer

21 Jul 2016 / [about\\_manchester](#) / [0 Comments](#)

Featured, What's On



With the school holidays almost upon us HOME has announced a great programme of fantastic theatre, film and events for families this Summer and into the Autumn of 2016.

The season kicks off this Friday 22nd July with Steven Spielberg's much-anticipated new film, *The BFG* (PG).

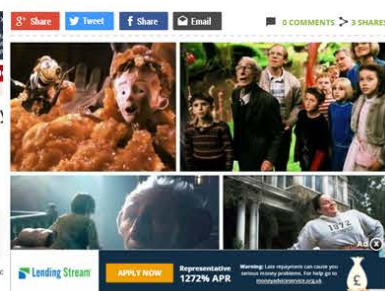
Adapted from Roald Dahl's classic tale, and released to mark the centenary of Dahl's birth, this story of a young girl (Ruby Barnhill) and the Giant (Mark Rylance), who introduces her to the wonders and perils of Giant Country, is a real treat for all ages.

To make your BFG experience really special, from Sat 23 July, HOME will be presenting accompanying storytelling workshops featuring popular local storyteller Sarah Jane Lee. These 40-minute interactive workshops for children aged five - 11 and their families, will bring the world of the giants to life.



### Roald Dahl classic films to be screened at Broadway

By [NeosmPostG](#) / Posted July 12, 2016 / By [Jessica Sansome](#)



Broadway will be screening Roald Dahl classics with a difference

Comments (0)

No childhood would be the same without being introduced to the wonders of *The BFG*, *Charlie*

### Scratch and Sniff fun with Matilda on screen

Present's *They Eat Culture* are kick-starting their season of Roald Dahl on Film screenings with the fabulous Matilda at an exciting Scratch and Sniff event at The Continental tomorrow.

Matilda is the tale of an extraordinary little girl with magical powers, her horrible parents, a kindly teacher and a monstrous headmistress. Those who do wrong must be taught a lesson, and Matilda decides to teach the wrong adults that every child is a special, and that wicked people will always be punished. Inspired by Roald Dahl's classic children's book, this movie adaptation by director and actor Danny DeVito also stars Maria Winkler as Matilda, Rhea Perlman, Pam Ferris and Embeth Dibe.

This year, 2016, celebrates the 100th anniversary of this much-loved family film with a newly restored print, coinciding with the Roald Dahl 100 celebrations marking 100 years since the birth of one of the world's greatest children's storytellers.

Audience members will each receive a scratch card overlaid with non-exaggerated adjectives, and will be prompted at key scenes throughout the film to break the gel coating

A2 limited edition poster to give away with them.

They will be picking the winners and notifying them by 5pm tonight (Friday).



### SPLENDIFEROUS!

There's a plethora of Roald Dahl-themed stuff happening this summer, too - plenty for kids big and small to enjoy



### FILM

## Dahl-icious smells hit the big screen

SMELLOVISION is coming to Bristol with a scented screening of children's classic *Matilda*.

As part of *Roald Dahl on Film* season, Scratch 'n Sniff Cinema is bringing the screening to Bristol's Watershed this weekend.

Fans of the family favourite, released in 1996, featuring Danny DeVito and Pam Ferris, can almost taste Bruce Bogtrotter's giant chocolate cake and wrinkle their noses at the stink of fish paste sandwiches. Audiences will be given a special scratch card holding ten scents. They will then be prompted to break the seal on each one at key scenes in the film. Sources of the smells are named on the card, but not the actual scent, meaning viewers will have to guess and compare notes with friends.

A spokesperson explains: "Our techniques are deliberately silly and old-fashioned, using placards, a torch and scent-soaked scratch cards. We think Roald Dahl would approve of our acting daft in a space where we're supposed to behave."

Screenings take place at 2.40pm on Saturday and Sunday. Tickets cost £6.50 for adults and £4.50 concessions, children and under 24s.

Collage of press coverage. Clockwise from top left: Rife Magazine, About Manchester, Bristol 24/7, Bristol Post, Cardiff Life, Lancashire Evening Post, Nottingham Post, Southern Daily Echo

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# ROALD DAHL ON FILM

## Venue flyers



Clockwise from top left: **Cinemagic**, Belfast; **HOME**, Manchester; **The Dukes**, Lancaster; **Macroberts Arts Centre**, Stirling; **Paget Rooms**, Penarth; **Metamorphosis Open Cinema**, Lancashire; **Showroom**, Sheffield; **Showcase Cinemas**, UK; **mac**, Birmingham; **Filmhouse**, UK

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# ROALD DAHL ON FILM

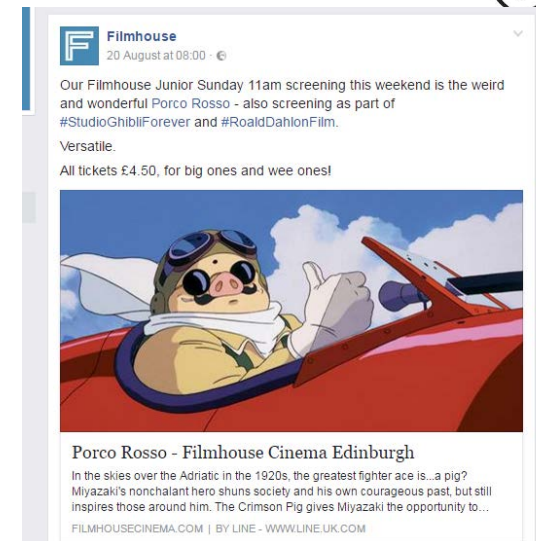
## Venues on social media



Twitter profile of Watershed, Bristol



Pontio, Bangor advertising Roald Dahl on Film



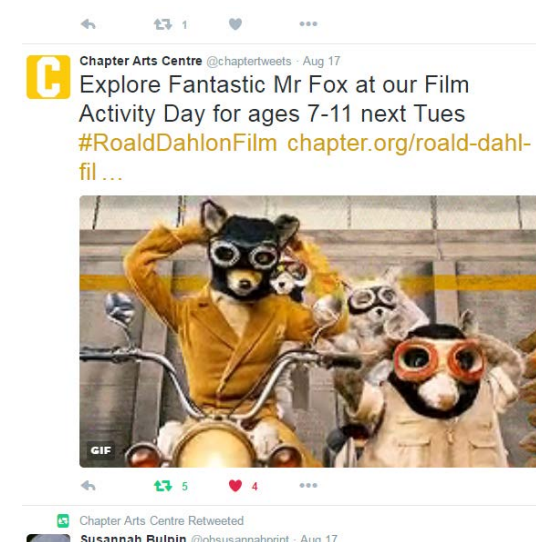
Filmhouse Edinburgh promoting Poco Rosso



Promotion for a showing in Sheffield



Metamorphosis' themed Twitter page



Roald Dahl on Film activity day at Chapter

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# ROALD DAHL ON FILM

## Venues on social media



Broadway, Nottingham promotes an event



A screening in memory of Gene Wilder



Wicked:16 posts about its programme



The Dukes, Lancaster advertises its season



Continental promotes They Eat Culture



Matilda Scratch 'n Sniff at HOME Manchester

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# ROALD DAHL ON FILM

## Online response



**CREAM-FACED LOONS tc** @theloonstc · Aug 9

It's hard to keep the cast of #TwoGents away from @HOME\_mcr with #RoaldDahlOnFilm #BFG about!

**HOME** @HOME\_mcr

Don't expect to find any snozzcumbers in our café. The #BFG has cleaned us out. Been to see him yet? bit.ly/1TXh0FM #MCRKids



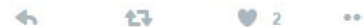
**Janet** @designonly1 · Aug 12

I loved #BFG no matter how old you are this #film is #Magical!! #RoaldDahlOnFilm



**Hollie Jones** @joneshm · Aug 14

So excited for Matilda Scratch 'n Sniff today 🍷 #RoaldDahlOnFilm



In reply to Film Hub Wales



**Emma Thomas** @LadyNozza · Aug 12

@FilmHubWales @chaptertweets @johnlewisretail soooooo excited for this!!! #RoaldDahlOnFilm Xx #fingerscrossed xxxxxx



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# ROALD DAHL ON FILM

## Online response



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# ROALD DAHL ON FILM

## Online response



**Erik Rosholt** @ErikRosholt · Aug 24

If Roald Dahl was right and witches can smell clean kids, my kids had nothing to fear this summer. #TheWitches #RoaldDahlonFilm



Theatr Gwaun liked



**Karel Mujica** @karel\_mujica · Sep 17

Two matilda's waiting for #WillyWonkaandtheChocolateFactory on the big screen #RoaldDahlonFilm @TheatrGwaun



3



3



Chapter Arts Centre liked



**Mr. McInnes** @MrMacLPS · Sep 13

Just had THE most amazing sensory screening #CharlieChocolateFactory @chapttweets @FilmHubWales #roalddahlonfilm



9



9



In reply to Charlie N Andy



**Karen Schwartzkopf** @KarenRFM · Sep 3

@HowToBeADad Saw original #WillyWonka today with my kids on the big screen! Hard to go back, but God bless #GeneWilder and #RoaldDahlOnFilm



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2



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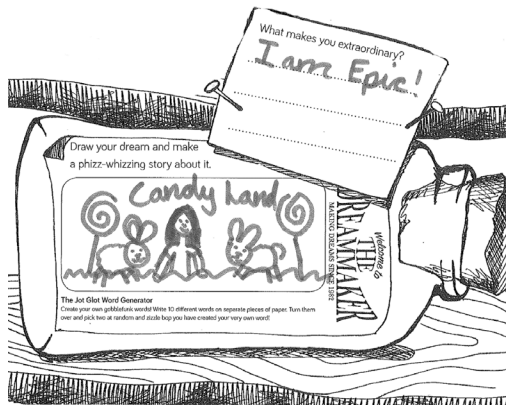
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# ROALD DAHL ON FILM

## Feedback forms



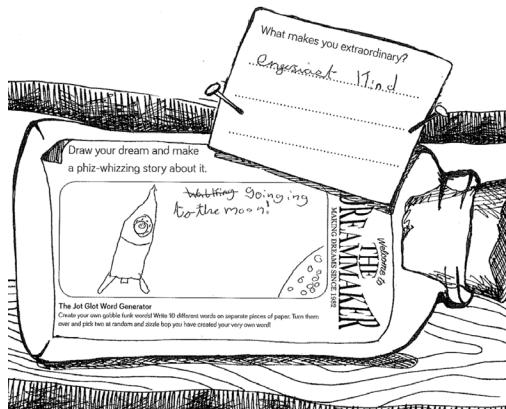
Feedback from Chapter, Cardiff



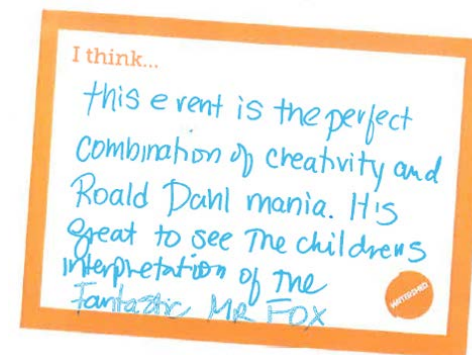
Feedback from Watershed, Bristol



Feedback from The Dukes, Lancaster



Feedback from Chapter, Cardiff



Feedback from Watershed, Bristol



Feedback from The Dukes, Lancaster

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