

Salisbury

Campaign and Press Materials by Reese Valeriano

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SIX WEEK CAMPAIGN

SIX WEEKS UNTIL

- Posting to the official @SaltburnFilm account.
 - Include stills from the film, a teaser trailer, and scene highlights.
- Include a post from the actors themselves.

FIVE WEEKS UNTIL

- Post to the production and distribution social media platforms.
 - Metro-Goldwyn-Mayer - @MGMStudios
 - MRC - @MRC
 - LuckyChap Entertainment - @LuckyChap
 - Amazon MGM Studios Distribution - @AmazonStudios
 - Warner Bros. Pictures (International) - @WBPictures

FOUR WEEKS UNTIL

- Posting on social media with “three weeks until” posts.

THREE WEEKS UNTIL

- Posting on social media with “two weeks until” posts.
- Begin posting with film/critic accounts. These may include reviews and responses praising the film.
 - **New York Post** - ‘Saltburn’ review: A sexy, mysterious shocking thriller”
 - **Entertainment Weekly** - *Saltburn* review: Emerald Fennell’s second feature is a perverse, psychosexual thriller of the highest order.”

TWO WEEKS UNTIL

- Posting on social media with “one week until” posts.
- Additional film praise.
 - **Mashable** - ‘Saltburn’ review: Sick, savage, and satisfying.
 - **Daily Beast** - ‘Saltburn’ Is the Year’s Most Devilishly Twisted Delight

WEEK OF PREMIERE - November 22, 2023

- Posting on social media *daily* with the countdown of the days until the premiere.

POST-LAUNCH

- Create sustainability by posting behind-the-scenes content to actors' Instagram profiles.
 - This will create an outlet for audiences to see “beyond the camera”.
Creates another element for fans to be immersed into the world of Saltburn.

BACKGROUNDER

Welcome to Saltburn.

Academy Award Winner, Emerald Fennell, brings audiences a wicked tale of privilege and desire. Set in England in the mid-2000s, the film follows a young university student, Oliver Quick (played by Barry Keoghan) who struggles to find his place at Oxford University and eventually finds himself drawn into the world of the charming and aristocratic Felix Cattan (Jacob Elordi). Felix invites him to his family's sprawling estate in Saltburn for a summer never to be forgotten.

About: Emerald Fennell

Emerald Lilly Fennell is an English writer, filmmaker, and actress. Receiving numerous awards, including an Academy Award, two British Academy Film Awards, one Screen Actors Guild Award, nominations for three Primetime Emmy Awards, and three Golden Globe Awards.

Fennell gained attention for her roles in period drama films such as *Albert Nobbs* (2011), *Anna Karenina* (2012), *The Danish Girl* (2015), and *Vita and Virginia* (2018). She continued to receive wider recognition for her starring role in the BBC One period drama, *Call the Midwife* (2013-2017) and later for her portrayal of Camilla Parker-Bowles in the Netflix period drama, *The Crown* (2019-2020), which garnered her a Primetime Emmy Award nomination.

As a writer and director, Fennell is known as the showrunner for season two of the BBC spy thriller series, *Killing Eve* (2019), earning her two Primetime Emmy Award nominations. Again, creating a feature film directorial debut with the thriller *Promising Young Woman* (2020). In which she won the Academy Award for Best Original Screenplay and nominations for Best Picture and Best Director.

Fennell became only one of seven women to be nominated for Best Director.

Her sophomore film, *Saltburn* debuts in theaters November 17, 2023.

FACT SHEET

- *Saltburn* was shot on film. The film itself contributed to the sensual feel of “Saltburn” and allowed Fennell to embrace the chance to be expressionistic while cutting in detail.
- The film was shot in a 1:33 aspect ratio. Choosing this ratio allowed filmmakers to create the story as a “peep show.” Functionally, it also served the elaborate heights of the set and house. Large windowsills and chandeliers could easily fit within the frame, leaving no detail amiss.
- The Drayton House in Northamptonshire, which has never been used for filming, and may never be used again for an on-set production.
- Fennell was determined not to film an estate familiar to viewers and wanted to shoot in one location. Aligning with the film’s plot, “It was important to me that we were all in there together, that the making of the film in some way had that feeling of a summer where everyone loses their mind together... I didn’t want to be constantly picking up and moving.” Again, avoiding the need for post-production adjustments due to multiple locations.
- “Usually in National Trust and English Heritage properties, you’re not allowed to paint anything or move pictures or augment or change anything. This family let us do quite a bit to the house and gave us free rein” Susie Davies says of *Saltburn*.
- Emerald Fennell knew it was the one when “[she] first went into the house, the busts in the great hall had silly hats on them and I was like, ‘That’s exactly it. This is exactly what it needs to feel like,’”. She continues, ““To the people who live here it’s just home and it’s just funny. These grand things are just the clutter of your everyday life. That was something I felt we hadn’t really seen before.”

PRESS RELEASE - FOR IMMEDIATE RELEASE



“SALTBURN” TO HOST SCREENING AT THE DRAYTON HOUSE.

Emerald Fennell’s sophomore film, “Saltburn”, is hosting an exclusive screening at the Drayton House, the location that made “Saltburn”, “Saltburn”.

LOS ANGELES, CA (November 29, 2023) - The world of *Saltburn* comes to life with an exclusive screening at the Drayton House, the on-site location for *Saltburn*.

Academy Award Winner, Emerald Fennell, brings audiences a wicked tale of privilege and desire. Set in England in the mid-2000s, the film follows a young university student, Oliver Quick (played by Barry Keoghan) who struggles to find his place at Oxford University and eventually finds himself drawn into the world of the charming and aristocratic Felix Cattan (Jacob Elordi). Felix invites him to his family’s sprawling estate in Saltburn for a summer never to be forgotten.

For more information visit <https://www.saltburnfilm.net/>.

About the Studios

Produced by Metro-Goldwyn-Mayer, MRC, LuckyChap Entertainment.

Metro-Goldwyn-Mayer (MGM) is a leading entertainment company focused on the production and global distribution of film and TV content across all platforms.

MRC Television is a leading independent studio, which sources, finances, develops, and produces shows in partnership with the industry’s foremost creative artists. To date, the studio’s series has been nominated for 11 Emmy Awards and 21 Golden Globe Awards.

LuckyChap Entertainment helmed by actress Margot Robbie, is built on the foundation of making stories for and by women.

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MEDIA ALERT



“SALTBURN” TO HOST SCREENING AT THE DRAYTON HOUSE.

Emerald Fennell’s sophomore film, “Saltburn”, is hosting an exclusive screening at the Drayton House, the location that made “Saltburn”, “Saltburn”.

WHAT: Exclusive screening of *Saltburn* at the Drayton House, the estate featured in the film.

WHO: Join Emerald Fennell, Jacob Elordi, and Barry Keoghan, and the production designer, Susie Davies, for a Q&A after the screening of the film.

WHEN: November 22, 2023 -

- Doors open at 5 PM - food and beverages inspired by the film will be provided.
- Screening is at 6 PM (run time of 127 minutes), followed by a Q&A with Emerald Fennell, Jacob Elordi, Barry Keoghan, and Susie Davies.

WHERE: Drayton House, Lowick, Northamptonshire, England. Shuttle service will be provided to the Drayton House, as parking is limited.

WHY: Experience the world of *Saltburn* by visiting the location itself!

MEDIA CONTACT: For questions and additional information, please reach out to Reese Valeriano at rvaleria@usc.edu.