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## Inuyasha 3 To Screen at Wal-Marts

By [Rick DeMott](#) | Thursday, August 18, 2005 at 12:00 am | [AWN News](#)

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INUYASHA THE MOVIE 3: SWORDS OF AN HONORABLE RULER is being given a highly visible and very unique send-off to retail. It will launch as a theatrical title before going to DVD on September 6 with screenings at 15 Wal-Marts across the U.S.

In an effort to break through the clutter of the straight-to-DVD and anime market, VIZ Media looked to Revolution Marketing to create a buzz. The companies developed a 92-seat, state-of-the-art, mobile movie theater that will travel to one Wal-Mart in each of 15 cities, allowing the big-box giant the never-before-seen opportunity to host a theatrical premier of a DVD title they will then be selling.

"We had never seen a direct to DVD title benefiting from a true theatrical release," said Andrew Klein, president, Revolution Marketing. "We came up with a mobile theater tour because it brings the big screen theater release concept directly to the retailer carrying the DVD title. Where else could you see a movie, leave the theater, go buy it, take it home and watch it again. This is a truly unique concept, that I think you'll see other production companies borrow in the future."

"Direct-to-DVD titles rarely receive any fanfare, but Inuyasha is one of the most popular anime titles in the world," said Anthony Jiwa, director of marketing, VIZ Media. "After the phenomenal success of the first two INUYASHA movies, we were looking for a fresh new launch program that would be as exciting as the movie itself. Revolution Marketing's concept will raise the bar to a new level for launching direct to DVD titles."

More than 4,000 fans will have the opportunity to screen INUYASHA THE MOVIE 3 for free in cities such as Los Angeles, Chicago, San Francisco, Boston, Atlanta and Seattle. Every fan will be treated as if they were attending a red-carpet world premier. One Wal-Mart in each city will host three viewings in the custom-built theater. In addition to a full screen viewing of the title, fans will also receive limited-edition INUYASHA merchandise.

"We are truly excited about the mobile theater as a marketing platform," adds Klein. "The possibilities for its use are endless. Essentially any broadcast product can be launched in a direct-to-consumer fashion on a grass roots level. This is a truly breakthrough concept."

### Wal-Mart Locations and Dates

8/24/2005  
Marysville, WA  
8924 Quilceda Blvd  
Marysville, WA 98271  
(360) 657-1192

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