

Indie Horror Film Necrosis Tries Unprecedented Television Commercial Advertising for Its US DVD Release

Set for an April 20th DVD and Cable Pay Per View Release, Necrosis stars an ensemble of talented actors including James Kyson Lee (NBC Heroes), George Stults (7th Heaven), Tiffany (1980's Pop Star), Penny Drake (Zombie Strippers), Danielle De Luca (Naked Fear) and Robert Michael Ryan (CBS' How I Met Your Mother). The cast also includes Horror Movie Icon Michael Berryman (The Hills Have Eyes) and character actor Mickey Jones (Penny Dreadful) in a Psychological Horror Film about ghosts from the Donner Party infecting a group of friends on a weekend snow vacation.

December 30, 2009 (FPRC) -- Set for an April 20th DVD and Cable Pay Per View Release, Necrosis stars an ensemble of talented actors including James Kyson Lee (NBC Heroes), George Stults (7th Heaven), Tiffany (1980's Pop Star), Penny Drake (Zombie Strippers), Danielle De Luca (Naked Fear) and Robert Michael Ryan (CBS' How I Met Your Mother). The cast also includes Horror Movie Icon Michael Berryman (The Hills Have Eyes) and character actor Mickey Jones (Penny Dreadful) in a Psychological Horror Film about ghosts from the Donner Party infecting a group of friends on a weekend snow vacation.

Unknown Productions Inc. independent horror film Necrosis' U.S. DVD release is not going unnoticed in the Cable Television markets. Set for release under the independent distributor label, BrinkDVD, Necrosis is possibly one of the only independently produced low-budget horror films to roll out a cable commercial as part of it's advertising campaign.

'We are concentrating on areas where we feel we will benefit from some cable television ads.... like the locations we filmed in.' Says Unknown Productions President and the film's Director, Jason Stephens. 'Just like our production, which had a very limited budget, we also don't have a lot for our advertising campaign. Some ad's in horror magazines, some online ads, and we're going to run some commercials in specific horror markets.'

Unknown Productions shot Necrosis in Ventura, Big Bear, and South Lake Tahoe and is paying for their own television cable advertising in their local market. In addition, they are expanding through satellite television and could potentially be in 40 million households. Commercial advertising for a DVD release is generally reserved for the Hollywood Blockbusters, not independent Genre films. Jason explains, 'I've actually produced some television commercials for local businesses in Ventura County before and the cost is pretty reasonable. I figured why not put out some commercials for my feature film and generate some interest that way. We're hoping that the retail and rental stores, like Blockbuster, take notice and put our little horror film on the shelves.'

Targeting the film's demographic, the 30-second Necrosis commercial will target late night viewers on networks like Comedy Central, the Sc-Fi Channel, and the Horror network known as 'Chiller'. The commercial shows a series of rapid-fire PG horror images from the film with voiceover narration and information where to go online to order the film. Unknown Productions hopes for at least a million unique household views before their DVD street date of April 20th and coincides with the film's Television Pay Per View release.

The DVD will feature some bonus materials, including a Behind the Scenes featurette and a Director's Commentary.

Unknown Productions produces Feature Films, Local Television Commercials, Training videos, and Web Content in Ventura County, California.

Necrosis has already sold to ten foreign countries under the alternate title, 'Blood Snow'. Details on the film and pre-ordering information can be found online at the film's official website – www.NecrosisMovie.com.

Retailers are encouraged to contact BrinkDVD directly to get in early on pre-orders. They expect a little more interest in Necrosis than most of the direct-to-DVD Indie Genre Horror films.

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Keywords

[Necrosis](#)
[BrinkDVD](#)
[commercial](#)

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