CASE STUDY

KIRK CAMERON’S UNSTOPPABLE

Dates: September 24, 2013

Fathom helped Kirk Cameron bring cinema audiences on an inspirational journey in Monumental in 2012. Monumental revealed the story of the unlikely men and women who risked all for liberty, including the struggles of the Pilgrims, and shared stories of faith that helped shape education, government and civic life in the United States.

In 2013, Kirk came back to Fathom to debut another passion project of his. Unstoppable took fans on an investigation into the historic origins of good and evil, and their significance in our lives today. The cinematic debut event also featured musical performances and a special introduction from Kirk.

While promoting, Kirk Cameron consistently, directly, and effectively connected with his fan-base across various touch points, including recording a number of social media videos. He also sat down with 29 reporters during a Satellite Media Tour secured by Fathom Event’s PR team during a multiday press tour in New York.

Overwhelming demand led to additional show times and an encore showing with multiple sell-outs. In the end, more than 280,000 attendees flocked to theaters during the cinematic two day only event.