

## 'The Dark Knight' Viral Marketing Continues With Revamped IBelieveInHarveyDent.com

Submitted by [HollywoodChicago.com](http://HollywoodChicago.com) [1] on March 7, 2008 - 8:11pm

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CHICAGO – I received a call to my cell phone at 7:02 p.m. from 000-000-0000 directing me to [IBelieveInHarveyDent.com](#) [9] for more "The Dark Knight" viral marketing. Indeed, the site has relaunched itself with a new campaign. A screenshot of the revamped site is below. To hear it from yourself, the phone call can be [listened to here](#) [10] ([source](#) [11]).

HOME | WHAT TO DO | YOU IN ACTION | DOWNLOADS | SUBMIT | ON THE ROAD

# HARVEY DENT NEEDS YOUR HELP TO TAKE BACK GOTHAM

Find out more [HERE](#).

It's Harvey Dent's challenge to Gotham. Show enough support for Dent's crusade for change and he'll run for District Attorney. Gotham's fate rests on us. It's in our hands to take Gotham back.

Concerned Gotham Citizens, go out today and show that you want change in Gotham!

The Dentmobile may be coming to your city!

Meet up with the Dentmobile and show your support for change!

[Check to see if they're coming to a neighborhood near you.](#)

SEE GOTHAM IN ACTION

1. CLICK HERE TO DOWNLOAD MATERIALS
2. PHOTOGRAPH OR FILM YOUR SUPPORT
3. UPLOAD YOUR IMAGES AND VIDEOS HERE

[9]

At the updated site, a slew of new promotional campaign materials have gone live at a new [downloads page](#) [12]. These are all below.



[12]



[12]



[12]



[12]



[12]



This campaign calls for enthusiasts to print out these materials and display them in creative ways on the streets of cities across the U.S. A ["you in action" \[13\]](#) page has appeared to show submissions, which are due by **March 26, 2008 at noon**. Photos and videos can be submitted [here \[14\]](#). The site gives some [suggested ways \[15\]](#) to play along and explains its reason for doing so:

Show your support for Harvey Dent! Gotham City is collapsing from a runaway crime wave and Harvey Dent can save it. But he has to run for district attorney first.

The only way he'll run is if he sees an outpouring of public support. Let's all get out there and show Harvey Dent he's got support to take back Gotham! Let's get those videos and [pictures] coming!

We can do anything – the bigger and more creative the better. Here are a few creative examples that you can take photos and videos of:

- Get your friends together and spell out Harvey Dent in human letters
- Get a video of your school's cheerleading team yelling out chants for Harvey Dent
- Try to cover every square inch of someone's cubicle area with Harvey Dent posters
- Write and perform a "take back Gotham" song
- Make up a "Dent dance" routine
- See if you can get up a Harvey Dent sign in every single window of your dorm building
- Turn your own car into a "Dentmobile"
- Arrange a Dent parade down Main Street
- Make a human pyramid with other Harvey Dent supporters

Be creative. Harvey Dent wants to see that we want change and we are ready to work for change. Harvey wants to see that people are ready to throw out the old, break out of habits [and] really do something new and different! That's what taking back Gotham will take.

We'll feature the best examples of great videos and [pictures] on the site. The future of Gotham City is in our hands now, people! Let's get out there and make some noise!

Visual examples from the site of what to do can be found below.



[15]

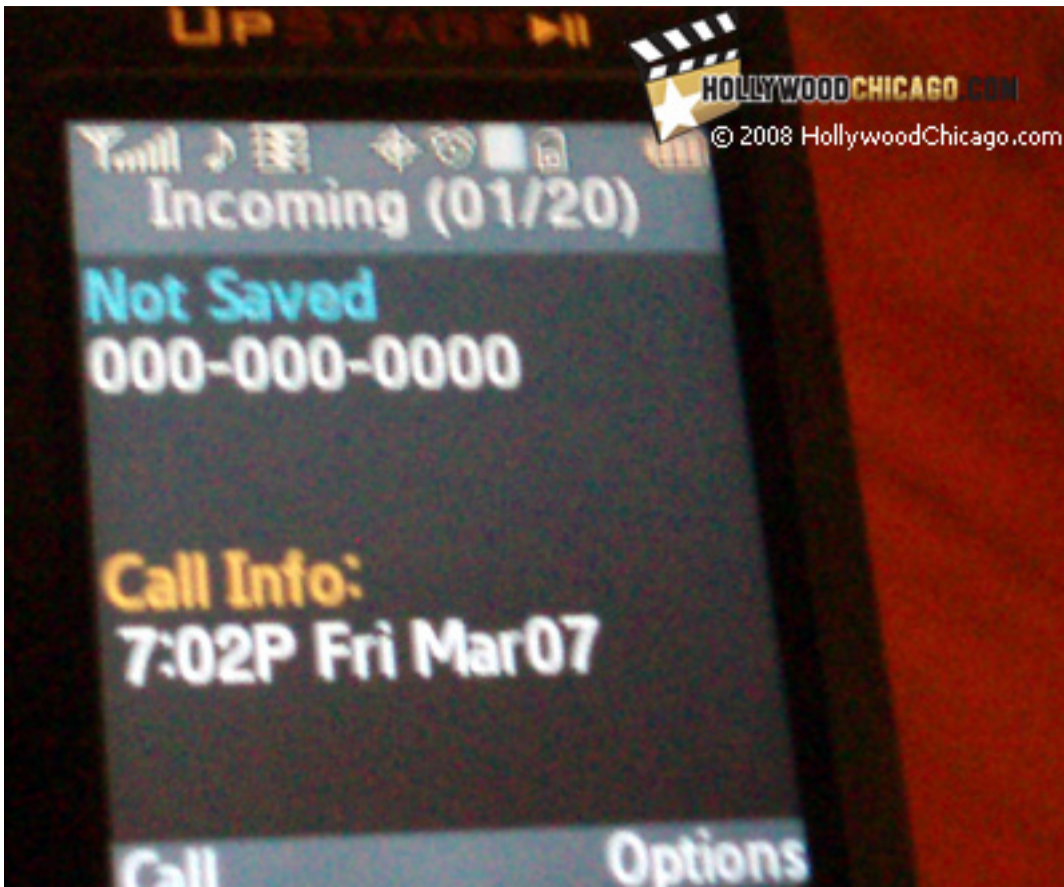


The site also announces the "Dentmobile," which will hit the road in various cities across the U.S. While the site says specific dates and locations are "coming soon," the following route map is [currently revealed](#) [16]. You can submit your e-mail address on [that page](#) [16] for periodic updates.



[16]

So you can see what it looks like when you receive one of these calls, I have taken a picture of my cell phone and am displaying it below.



[17]

By [ADAM FENDELMAN](#) [18]

Editor-in-Chief

HollywoodChicago.com

[adam@hollywoodchicago.com](mailto:adam@hollywoodchicago.com) [17]

Attachment

Attachment	Size
<a href="#">banner1.jpg</a> [19]	21.45 KB
<a href="#">banner2.jpg</a> [20]	21.45 KB
<a href="#">banner3.jpg</a> [21]	22.33 KB
<a href="#">banner4.jpg</a> [22]	46.89 KB
<a href="#">banner5.jpg</a> [23]	52.11 KB
<a href="#">banner6.jpg</a> [24]	36.41 KB
<a href="#">banner7.jpg</a> [25]	41.22 KB
<a href="#">banner8.jpg</a> [26]	52.91 KB
<a href="#">dentmobile.jpg</a> [27]	95.87 KB
<a href="#">what1.jpg</a> [28]	62.27 KB
<a href="#">what2.jpg</a> [29]	71.65 KB
<a href="#">dentcall.jpg</a> [30]	64.42 KB

Source URL (retrieved on Sep 25 2024 - 9:30am):

<http://www.hollywoodchicago.com/news/1572/the-dark-knight-viral-marketing-continues-with-ibelieveinharveydentcom-face-lift>

Links:

- [1] <http://www.hollywoodchicago.com/users/hollywoodchicagocom>
- [2] <http://www.hollywoodchicago.com/news/aaron-eckhart>
- [3] <http://www.hollywoodchicago.com/news/adam-fendelman>
- [4] <http://www.hollywoodchicago.com/news/dentmobile>
- [5] <http://www.hollywoodchicago.com/news/hollywoodchicagodotcom-content>
- [6] <http://www.hollywoodchicago.com/news/ibelieveinharveydentcom>
- [7] [http://www.hollywoodchicago.com/labels/dark\\_knight.html](http://www.hollywoodchicago.com/labels/dark_knight.html)
- [8] <http://www.hollywoodchicago.com/news/warner-bros>
- [9] <http://www.ibelieveinharveydent.com>
- [10] <http://nuthingshockingdesigns.com/dev/Audio001.wav>
- [11] <http://forums.superherohype.com/showpost.php?p=14257484&postcount=76>
- [12] <http://www.ibelieveinharveydent.com/downloads.htm>
- [13] <http://www.ibelieveinharveydent.com/youinaction.aspx>
- [14] <http://www.ibelieveinharveydent.com/upload.aspx>
- [15] <http://www.ibelieveinharveydent.com/whattodo.htm>
- [16] <http://www.ibelieveinharveydent.com/ontheroad.aspx>
- [17] <mailto:adam@hollywoodchicago.com>
- [18] <http://www.hollywoodchicago.com/about#adam>
- [19] <http://www.hollywoodchicago.com/sites/default/files/banner1.jpg>
- [20] <http://www.hollywoodchicago.com/sites/default/files/banner2.jpg>
- [21] <http://www.hollywoodchicago.com/sites/default/files/banner3.jpg>
- [22] <http://www.hollywoodchicago.com/sites/default/files/banner4.jpg>
- [23] <http://www.hollywoodchicago.com/sites/default/files/banner5.jpg>
- [24] <http://www.hollywoodchicago.com/sites/default/files/banner6.jpg>
- [25] <http://www.hollywoodchicago.com/sites/default/files/banner7.jpg>

- [26] <http://www.hollywoodchicago.com/sites/default/files/banner8.jpg>
- [27] <http://www.hollywoodchicago.com/sites/default/files/dentmobile.jpg>
- [28] <http://www.hollywoodchicago.com/sites/default/files/what1.jpg>
- [29] <http://www.hollywoodchicago.com/sites/default/files/what2.jpg>
- [30] <http://www.hollywoodchicago.com/sites/default/files/dentcall.jpg>