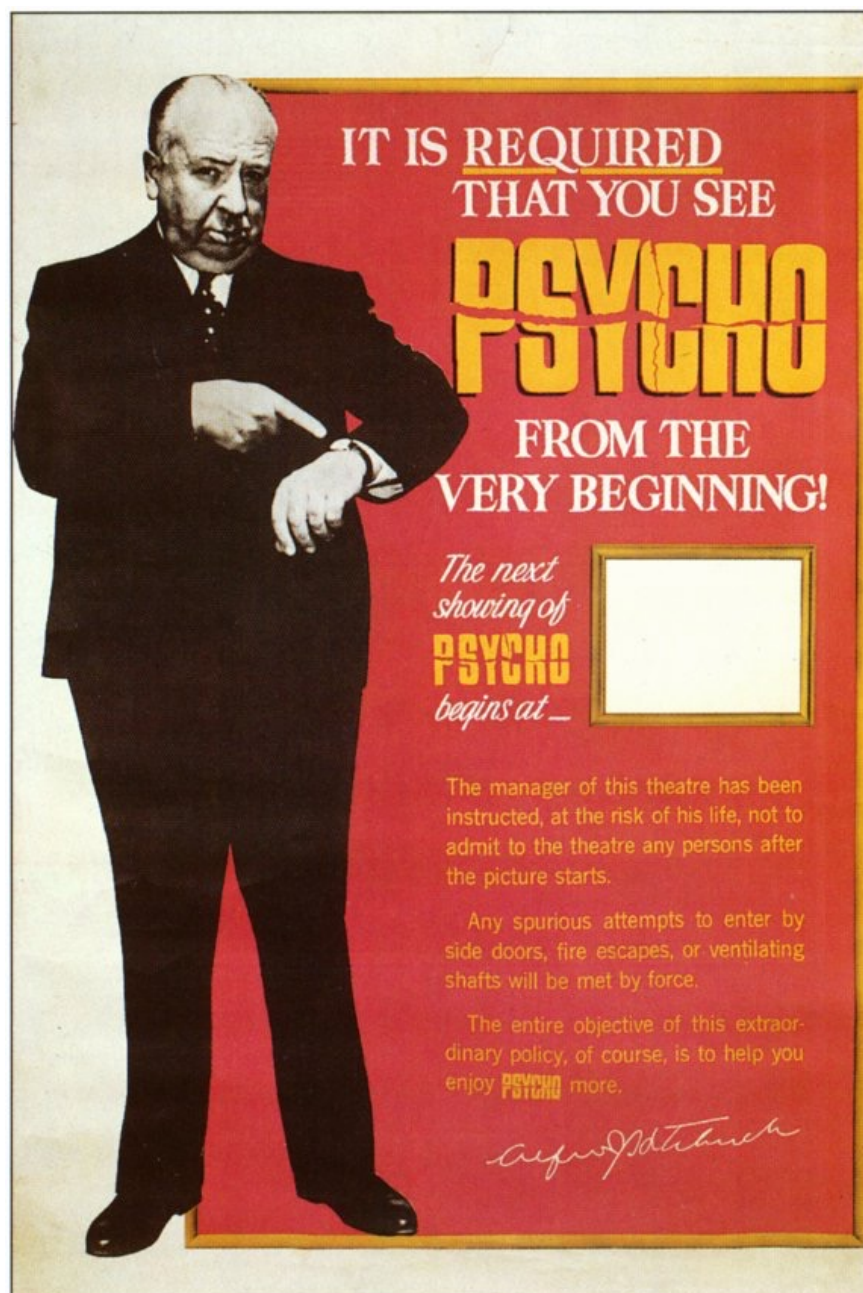


Alfred Hitchcock's Rules for Watching *Psycho* (1960)

Psycho, one of Alfred Hitchcock's iconic films, didn't come together very easily. Hitchcock's studio, Paramount Pictures, didn't like anything about the film and denied him a proper budget. So the director went solo and funded



the film through his television company Shamley Productions. The budget was tight — less than \$1,000,000. Costs were firmly controlled. Hence why, in 1960, the film was shot in black and white.


When *Psycho* hit theatres, Hitchcock **controlled the promotion**. The stars — Anthony Perkins and Janet Leigh — didn't make the usual rounds in the media. Critics weren't given private screenings. And Hitchcock created buzz for the film when he exerted directorial control over the viewing experience of the audience. Showings of the film began on a tightly controlled schedule in theatres in New York, Chicago, Boston, and Philadelphia. And a firm "no late admission" policy was put in place. You either saw the film from the very beginning, or you didn't see it all. Signs appeared in front of cinemas reading: *We won't allow you to cheat yourself. You must see PSYCHO from the very beginning. Therefore, do not expect to be admitted into the theatre after the start of each performance of the picture. We say no one — and we mean no one — not even the manager's brother, the President of the United States, or the Queen of England (God bless her)!*

Theatre managers initially balked at the idea, fearing financial losses. But Hitchcock had his way. And he was right. Long lines formed outside the theatres. *Psycho* enjoyed critical and commercial success, so much so the film was re-released in 1965.

The manager of the theatre playing PSYCHO has been instructed, at the risk of his life, not to admit any persons after the picture starts. Any spurious attempts to enter by side doors, fire escapes, or ventilating shafts will be met by force.

The complete schedule of performances is listed below. Please feel free to clip this schedule out, treasure it, pass it along to your friends, or commit it to memory. By the way, after you see PSYCHO, don't give away the ending—it's the only one we have.

Alfred Hitchcock



The De MILLE

Mon. thru Fri.: 10:30 AM, 12:30 PM, 2:30 PM, 4:45 PM, 7:00 PM, 9:15 PM, 11:15 PM

Saturday: 11 AM, 12:50 PM, 3:00 PM, 5:10 PM, 7:25 PM, 9:40 PM, 11:55 PM

Sunday: 12:30 PM, 2:30 PM, 4:45 PM, 7:00 PM, 9:15 PM, 11:15 PM

BARONET

Sun. thru Thurs.: 12 Noon, 2:00 PM, 4:00 PM, 6:00 PM, 8:00 PM, 10:00 PM

Fri. & Sat.: 1:00 PM, 3:00 PM, 5:00 PM, 7:00 PM, 9:00 PM, 11:00 PM

Flier for the Original Release of Psycho

HELD OVER! 3 MORE DAYS!

WEDNESDAY, THURSDAY and FRIDAY

ALFRED HITCHCOCK'S

PSYCHO

SENSATIONAL HIT! — A TRIUMPH OF SCREEN EXCITEMENT!

ALFRED HITCHCOCK

Directed by

ALFRED HITCHCOCK

Screenplay by

JOSEPH STEFANO

Based on the novel by

ROBERT BLOCH

A PARAMOUNT RELEASE

CAST:

ANTHONY PERKINS
VERA MILES
JOHN GAVIN
JOHN BALSAM
JOHN MCINTIRE
JANET LEIGH
HARRON CRANE

No one... BUT NO ONE... will be admitted to the theatre after the start of each performance of PSYCHO.

*** ALL OVER THE CITY COMPLETE SHOWINGS START AT:**

TODAY and TOMORROW 12:15 - 2:40 - 5:10 - 7:30 - 9:45

FRIDAY (TODAY) 12:00 - 1:50 - 4:10 - 6:20 - 8:35 - 10:45

Also at these conveniently located theatres at the above starting times:

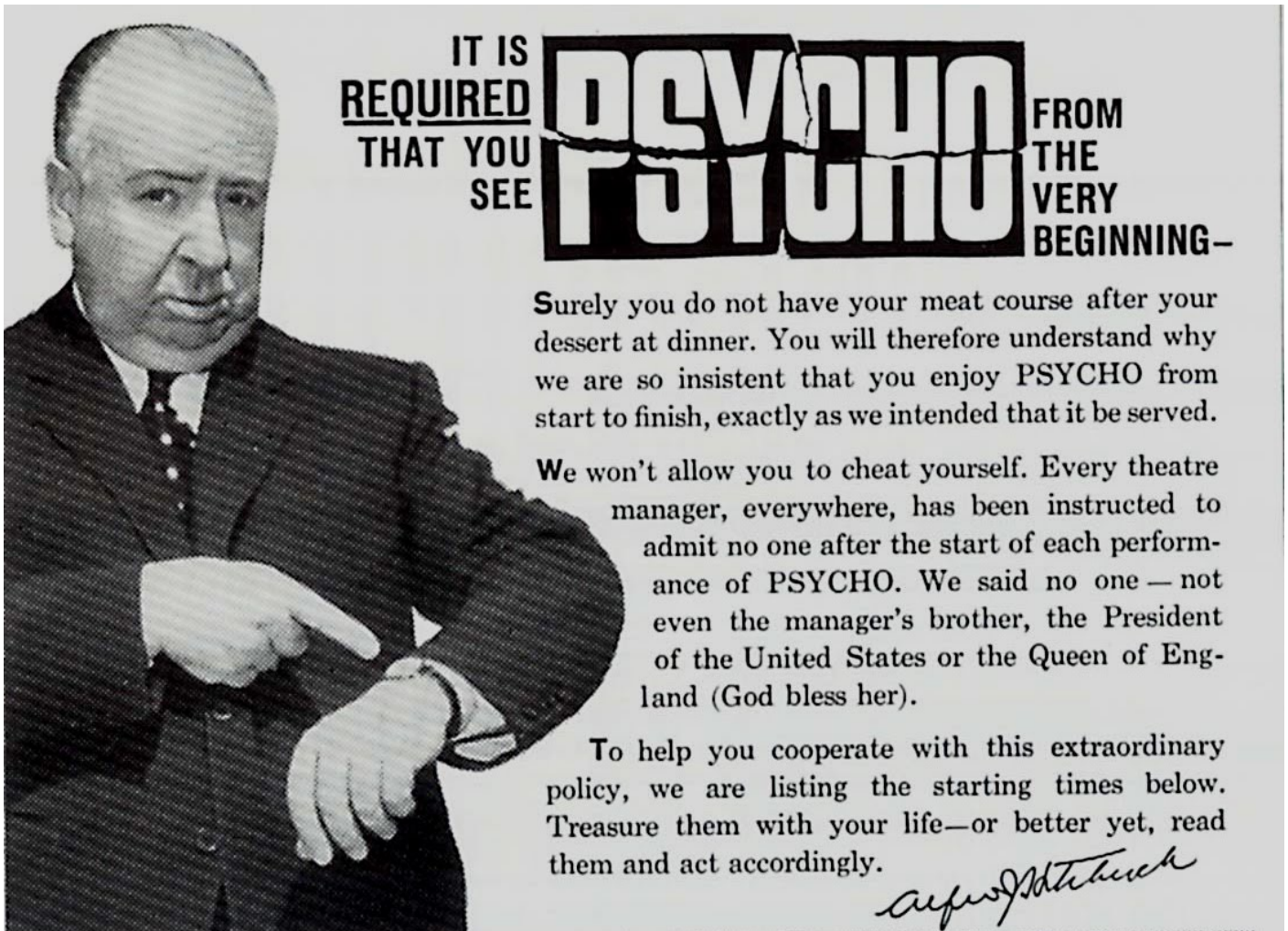
MANHATTAN Cinema, Times & Taylor 100 W. 42nd St. (Starts Sat.)	CARLTON , 140 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	SHEPHERD , 100 W. 4th St. (Starts Sat.)	LONG ISLAND Cinema, 100 W. 4th St. (Starts Sat.)
AMERICAN Cinema, 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)
AMERICAN Cinema, 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)
AMERICAN Cinema, 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)	WATKINS , 100 W. 4th St. (Starts Sat.)

THE DE MILLE
100 W. 4th St. & 100 W. 4th St.
(Starts Sat.)

BARONET
100 W. 4th St. & 100 W. 4th St.
(Starts Sat.)

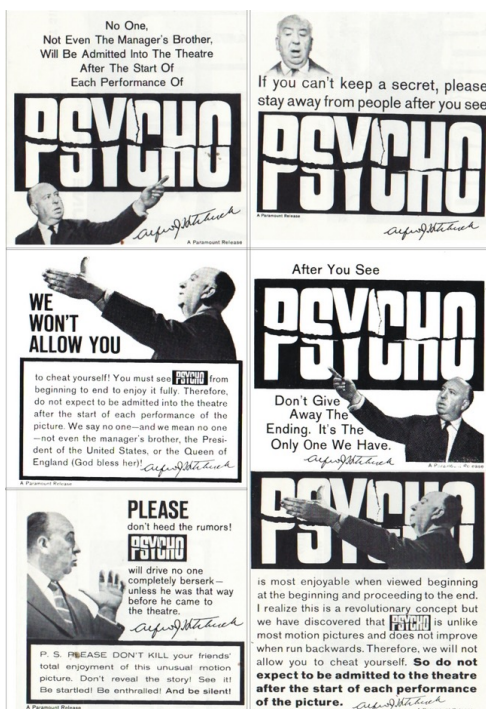
PARAMOUNT
100 W. 4th St. & 100 W. 4th St.
(Starts Sat.)

Press ad for "The Rules of watching Psycho



Poster Outside Cinemas

Alfred Hitchcock's IMC campaign, of course predates the Internet and so many of the IMC tools that we know today could not be used. The tools used were press, poster, radio, fliers, public announcements made in street by Police. Yes, Police. The Police force were used as security to enforce the rules of watching Psycho and were the public announcement and PR campaign.



Fliers were handed to patrons after seeing Psycho so as to encourage them not to tell anyone the ending. Names and Addresses were taken from patrons by Police and were informed that if they told anyone the ending, they would be arrested. All necessary disclaimers were published in all major papers so as to cover any indemnity or legal breaches emanating from the campaign. Promotion across all major touch points available at the time.

