

**CLIENT** Entertainment Film Distributors

**INDUSTRY** Entertainment and Media

**COUNTRY/REGION** United Kingdom



## Film distributor shoots ahead with mobile phone advertising

Entertainment Film Distributors (EFD) had to target a young audience when promoting British romantic comedy *Run, Fat Boy, Run*. The company worked with ScreenTonic to produce a campaign where people accessed film content on their mobile phones. Banner ads across mobile internet sites drove visitors to a microsite where they downloaded a short trailer for the film to their handset. The campaign produced a click-through to download conversion rate of 68 percent.

**REQUIREMENT** Engage technologically literate audience with film

**TARGET AUDIENCE** People aged between 12 and 35

**PRODUCTS USED** Mobile phone advertising across the ScreenTonic WAP network

**SOLUTION** Banner advertising drove traffic to a microsite containing downloadable content

**KEY RESULTS** Conversion rate was 68 percent

**MEDIA AGENCY** MediaCom

### Client Objectives

- Engage young mobile phone users
- Drive ticket sales
- Capture user data
- Create viral advertising effect

### Creative Solution

Young people increasingly use mobile phones to chat, listen to music, search the internet, and watch films. So, when EFD began marketing British box-office hit *Run, Fat Boy, Run*, a key part of the promotional strategy was for people to access film content on their mobile phones. Working with ScreenTonic and media agency MediaCom, EFD ran banner ads across the ScreenTonic WAP network. Users clicked through to the *Run, Fat Boy, Run* microsite and downloaded the film's trailer.



**ScreenTonic**

Many visitors also downloaded free wallpapers and ringtones, as well as submitting their contact details to hear about future EFD releases. The site drove ticket sales by offering a synopsis and release dates for the film. Importantly, visitors who enjoyed the campaign used an option to "text a friend" with a link to the site, creating a viral element to the campaign.

### Campaign Results

Working closely with EFD, ScreenTonic produced an engaging and innovative advertising solution. The results clearly show the impact of the campaign:

- Click-through rate was 1.58 percent
- Conversion rate from click-through to download was 68 percent
- Nearly 6,000 downloads were recorded
- Site collected valuable user data for future targeted campaigns

Working closely with EFD, ScreenTonic produced an engaging and innovative advertising solution.



**CLIENT** Oro Film

**INDUSTRY** Entertainment and Media

**COUNTRY/REGION** Norway



## Film distributor creates box office smash with Microsoft



Oro Film markets movies in Norway. When its advertising team launched action flick *Kill Buljo*—a parody of Quentin Tarantino’s *Kill Bill*, shot on a shoestring budget in northern Norway—they knew the film would appeal most to young people living in the rural areas where it was set. But how do you reach an audience with such low exposure to traditional advertising channels? Find a web publisher with great reach, and move your ads online.

**REQUIREMENT** Raise awareness about the launch of *Kill Buljo*, a low-budget local film

**TARGET AUDIENCE** Norwegians aged 15 to 24

**PRODUCTS USED** MSN®, Windows Live™ Messenger

**SOLUTION** Oro Film distributed eye-catching banner and text ads across MSN and Windows Live Messenger, which linked to a custom-built MSN Specials microsite

**KEY RESULTS** 22,000 people clicked through from the ads to the microsite, and the film generated much higher sales than expected

**MEDIA AGENCY** Isobar

### Client Objectives

- Raise awareness of the launch of *Kill Buljo*
- Drive ticket and DVD sales
- Target marketing to a niche audience

### Creative Solution

In early 2007, Oro Film started working with Microsoft Advertising on the *Kill Buljo* campaign. Microsoft is one of the biggest web publishers, with more than 2.5 million users of its Windows Live and MSN services in Norway, so Oro Film had access to a huge audience.

The star of the campaign was an MSN Specials *Kill Buljo* microsite. A development team at Microsoft created the site, which contained information about the film, along with a trailer, still pictures, and a competition.

For three weeks before the cinema release of *Kill Buljo*, Oro Film worked with Microsoft to distribute banners and text-based ads across MSN and Windows Live Messenger, driving visitors to the site. Links in MSN editorial content also increased traffic before the movie hit the silver screen.

For the finale, a second banner campaign ran for two weeks promoting the release of *Kill Buljo* on DVD.

### Campaign Results

The campaign was a blockbuster success. Thousands of people clicked through to the MSN Specials *Kill Buljo* microsite, and ticket and DVD sales were much higher than expected. Based on the success of the movie, Oro Film has now sold the film in 29 countries around the world. Research found that:

- The ad campaign drove 22,000 click-throughs to the microsite, with 60,000 unique visits in total
- Ticket sales for *Kill Buljo* during theatrical release reached 87,000, and DVD sales topped 60,000
- More than one-third of ticket sales were from the target audience in northern Norway

“Microsoft was the only major online publisher capable of targeting 15 to 24 year-olds in Norway. Advertising on Windows Live Messenger was absolutely essential.”

**KJETIL OMBERG**, former Marketing Director, Oro Film

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