

Universal Pictures—*Bruno*

Universal Studios turned to Facebook to promote the nationwide theatrical release of *Bruno*. By utilizing a one-day reach block to maximize reach, *Bruno* was able to drive significant engagement and incremental distribution in the form of organic stories inherent to the platform. They also successfully leveraged a variety of engagement ads and tools such as Events and Pages to drive incremental awareness, engagement and distribution culminating in a “fan” base of over 700,000 users prior to the release of the film.

Objective

To drive awareness and intent to see *Bruno*.

Facebook Solution

Facebook Home Page Reach Block—a one-day reach block to serve Event and Fan Engagement Ads to all targeted users, with two different pieces of creative per ad unit.

Facebook Page—Hosted compelling content including the red carpet premiere of the film. They also published relevant status updates, photos, links, and videos into fans’ home page streams continually building awareness.

Facebook Live Feed Widget—The Live Feed widget was implemented on the Facebook page where they streamed the live red carpet *Bruno* premiere. This allowed users to update their statuses and participate in active discussions while watching the live event driving further distribution and awareness of the film and the live stream.

Check Aus My Movie



Brüno is basically ze most important documentary made about a hot white guy since Passion Of Ze Christ. Check it Aus! July 10th.

Date: July 10 at 10:00am
Location: Theaters überall der ganzen Nation U.S.A.
Attendees: 1,619 people
RSVP: **Attending.** Change RSVP.

Invite more friends to this event.

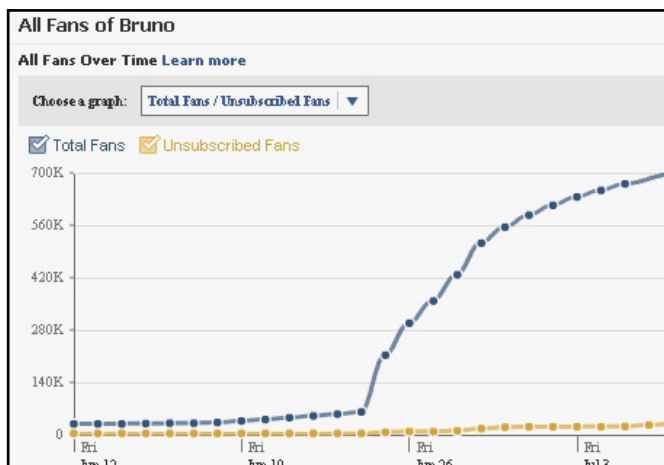
Live from the Red Carpet



See Brüno arrive at his Hollywood Premiere – tonight 6:45PM PT/9:45PM ET. Watch it live on the Bruno fan page. Maximum Santzgaüt!

You are a fan of Bruno.
Camilla Desmond, Charli Ursell, and 3 other friends are fans.

Event and Fan Engagement Ads



Fan growth over time

Results

-Reached over 30 million users through a reach block

-Organic Stories increased the overall distribution of the campaign by 71%. This is a result of high engagement with the ads and related content.

-Increased fan base from 50K to 730K from from start of campaign to date of film release