

Lionsgate — Saw V

“Facebook Engagement Ads enabled us to spread awareness of the Saw V theatrical release, recruit fans of the Saw franchise and spark great conversation about our film within Facebook. Facebook advertising solutions provide great tools to keep upcoming movies top of mind with our audience. Facebook will remain a key part of our marketing strategy going forward.”

— Danielle De Palma, VP New Media for Lionsgate

Objective

Drive awareness and intent to see the film Saw V by advertising on Facebook.

Solution

Fan Page

Lionsgate built a Facebook page to host featured content including a red band trailer from the film, stills from the movie, as well as Saw V downloads such as desktop wallpapers and AIM icons. Lionsgate also leveraged existing applications which allowed fans to look up local movie times and tickets.

Engagement Ad: Event

Gave users the ability to RSVP within the ad, as well as leave comments which then spread virally throughout Facebook’s social graph. Lionsgate used both an image version of the Event ad as well as a video version featuring the movie trailer.

Engagement Ad: Fan

Allowed users to become a fan, inline on the Homepage, of the Saw V movie. Additionally, the ad drove traffic to the Saw V page where users were able to download exclusive content, connect with other fans of Saw V, and write reviews of the movie.

Virtual Gift Homepage Reachblock

Lionsgate gave away virtual “Jigsaw” gifts, designed by Susan Kare, to help drive awareness of the Saw V film on opening day. Each gift given lived on the recipients wall and produced viral impressions which spread through users News Feeds.

Results

Awareness

- Fanbase grew from 0 to 43K fans during the campaign - over 750 wall posts, reviews, discussion topics, and fan photos were uploaded.
- The phrase “Saw V”, on Facebook Walls, increased over 18X during the duration of the campaign.
- More than 375K gifts were given, over three days, resulting in a 135% over delivery of impressions due to the viral distribution of the gift.

Intent

- Over 3,300 users RSVP’ed to the event as “Attending”, and over 1,330 user-initiated invites were sent out to friends to watch the movie. Saw V grossed over \$30 million on opening weekend.

Engagement Ad: Fan



Engagement Ad: Virtual Gift

