

Feref Digital/Universal Pictures International

Users Interact & Share when Despicable Me Takes Over YouTube

Universal Pictures International took over YouTube's home page in 7 markets to promote the cinema release of their latest family blockbuster Despicable Me.

YouTube home pages in UK, Germany, France, Italy, Spain, Netherlands and Australia were taken over by Minions, the scheming but hilarious characters from Despicable Me, as part of an international deal secured by Universal's media agency, MediaCom International based in the UK. Users were able to link directly to an interactive custom channel page created by Feref Digital. In order to provide users a seamless experience and due to the volume of content hosted, MediaMind was chosen to host the bespoke YouTube channel.

Campaign Details

Advertiser: Universal Pictures International

Creative: Feref Digital

Media: MediaCom UK

Format: YouTube Takeover



The Brief

The integrated communications agency, Feref, were commissioned to create the home page takeover and custom channel creative.

“ Universal challenged Feref to craft a highly innovative and engaging digital campaign. We pride ourselves on our ability to deliver highly creative and strategic campaigns. ”

Andrew Warren | MD, Feref Digital



The Execution

“ YouTube is the home of Universal’s core audience and through our close partnership we have been enjoying an even closer relationship with our key consumers. We believe that YouTube provides an unmatched platform for dialogue with our core consumers and we want to deliver the richest and most rewarding experience for our visitors and subscribers. Using a blend of homepage events and rigorously targeted search campaigns we are enjoying engagement levels well beyond industry averages. ”

Neil Wirasinha | Vice President International Media, Universal Pictures



“ This is an exceptionally exciting campaign to have been involved in as the collaboration between the media, creative and technology elements makes for an impactful and engaging execution. ”

Mariama Jelman | Associate Director, MediaCom

The Results

By serving the ad on YouTube via MediaMind, Universal have been able to track the ad’s performance with advanced monitoring and reporting. This campaign serves as a case study on how technology can be used to communicate directly with individual fans in an engaging, and broad-reaching fashion.

The campaign’s performance speaks volumes as to its resonance with the audience:

The Average Dwell Rate for the campaign was **54.83%**; 7 times higher than the Entertainment Benchmark.

The Average Dwell Duration was **90.40 seconds** – 1.6 times higher than the Benchmark.

The CTR was **11.89%** - 30 times higher than the Benchmark.

There were thousands of clicks on the Facebook and Twitter share buttons, with a click rate of **0.44%**, which is even higher than the average CTR for the Entertainment vertical.

With the mix of a wildly entertaining creative on the right channel, there is little doubt why this campaign was chosen as the People’s Choice for the MediaMind Rich Media Awards 2010.



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