

Warner Home Video/CBS Interactive

GameSpot Users Dwell 268% More than Benchmark



The Brief

Warner Home Video was looking for high impact stunts to drive awareness of Inception's Blu-ray/DVD release. They challenged CBS Interactive to produce a ground-breaking and totally innovative user experience that would showcase the movie's exhilarating pace.

Campaign Details

Advertiser: Warner Home Video

Media: CBS Interactive

Format: Glider Takeover on GameSpot

The Execution

CBS Interactive felt that Inception's use of buildings bending and wrapping around themselves naturally lent itself to the MediaMind Glider format. The ad begins with the GameSpot homepage falling towards the user, revealing the world of Inception. An action-packed user-initiated video then showcases the movie's graphics. The fallen back of the homepage remains visible throughout the experience. So the user maintains a connection to the GameSpot site, while still given a substantial space to explore the ad.



“Working with MediaMind to create the GameSpot site to fold in half like the buildings in Inception was an instant win with Warner Bros.”

Julie Kuwabara | Programs Manager at GameSpot



The Results

The 3D falling wall using the MediaMind Glider proved to be a very attractive format for GameSpot users.

The Dwell Rate for the Glider Takeover was **21.87%, a 268% improvement** over the MediaMind benchmark.¹

The CTR was a **247% improvement** over the MediaMind benchmark.²



“ *Early planning and great collaboration between GameSpot and the MediaMind team insured a successful, smooth launch. And most importantly, the ad unit performed well for our advertiser, resulting in very high engagement rates.* ”

Conny Mirza | Director, Ad Strategy and Development at CBS Interactive



¹ The Dwell Rate Benchmark for the Entertainment Vertical in US is 5.94%

² The CTR Benchmark Benchmark for the Entertainment Vertical in US is 0.21%