

Sony Picture / Universal McCann / MSN Malaysia

High Quality Connection for Smurf Fans in 3D

Overview

Sony Pictures Animation brought The Smurfs in 3D as a hybrid live action/animation feature to the blue crew’s fans around the world. With the film hitting theaters, the movie’s promoters wanted to drive excitement and anticipation to ensure the family comedy would stand out among other fall releases.

Carmen Phua, Senior Marketing Manager explains, “We aimed for The Smurfs to become a talking piece within the online community, especially with the early buzz that was already built with the traditional media such as outdoor, radio, TV and on-ground events. With rich media, we aimed to integrate the strength from all media to create maximum exposure for the film. “

The campaign’s key goals were to get audiences excited and build viral buzz about the movie and its new 3D format, driving ticket sales for the release.

Strategy

Universal McCann’s promotion strategy focused on The Smurfs’ primary targets - parents with children age 5-12 and teens and young adults age 12-25.

For the campaign’s online components, the team wanted a wow-factor format that would mirror the film’s combination of 3D, live action and animation and garner greater engagement than a standard static banner.

Using the MediaMind rich media platform, the creative team developed an innovative and interactive expandable 3D panel that provided a sneak peek at the film trailer along with information about the movie. Mouse tracking capabilities made the entire banner fun and interactive, driving excellent dwell rates.

Campaign Details

Advertiser

Sony Pictures

Campaign

Smurfs Interactive Movie Promotion

Online Media Buy

MSN Malaysia, MSN Windows Live Messenger

Media Agency

Universal McCann MY

Creative Agency

Monster Interactive MY



“ *The Smurfs is a fun, cute movie suitable for all ages. We tried to bring the same fun and cuteness of the characters from the movie online. The 3D rich media ad format enabled Smurfs fans to interact with their favorite characters in a way that is not possible with other offline platforms.* ”

Louie Lim | Media Planner,
Universal McCann



“ We wanted to push the film’s humor in an accessible and edgy direction. The characters and story of the film needed to come across as more than the cute creatures from the TV show. With the 3D interactive panel, it allowed us to playfully position the Smurf characters and materials as hip and current, and generate a ‘must see’ interest for the core audience of teens and young adults while creating cross-over appeal among the broad audience who are Smurfs followers and enjoy a wholesome family comedy. ”

Carmen Phua | Senior Marketing Manager at Buena Vista Columbia Tristar Films (M) Sdn Bhd

Results

The campaign recorded high dwell, demonstrating that users are interested in connecting with the brand. Even more importantly, they were able to have this brand experience within the environment of their choice and did not have to leave the publisher page.

- Dwell rates: 8.62% (Entertainment Benchmark for Malaysia is 7.93%).
- Users spent **twice the dwell time** vs. the entertainment Benchmark in Malaysia (146.36 sec vs. 72.54 sec)

“ The close collaboration between all parties - Sony Pictures, UM, MediaMind, and Catcha Digital resulted in the tremendous success of The Smurfs 3D campaign that proved to be creative, interactive, engaging and fun for consumers. What’s more, the user gets the full campaign experience without ever leaving the Windows Live environment. High dwell means high quality connection between brand and user – a measurement that brands need pay more attention to, unlike CTR-centric campaigns which interrupts the user experience by driving them away from the environment they chose to connect in. ”

Damon Rielly | General Manager, Catcha Digital

Conclusion

This banner’s rich media interactivity and 3D animation allowed the film’s promoters to bring the same visual energy and fun to this promotion that users would experience watching the film. Audiences reacted with extended dwell time and engagement that ensured the movie would be top-of-mind during the fall movie season.

