

AdMob's Auto-Play Interactive Video Ad Unit helped Universal drive trailer views, prompt users to buy tickets and engage with the brand on Twitter and Facebook.



Universal Pictures

One of the oldest American movie studios still in continuous production, Universal Pictures creates and distributes theatrical and non-theatrical filmed entertainment.

- www.universalpictures.com
- Universal City, CA
- 304,000 employees (2009, NBC Universal)

"We continually seek to take advantage of new and more interactive mobile ad opportunities to promote our films with partners like AdMob. The interactive trailer execution for The Wolfman enabled us to place our content in front of consumers in an innovative way, and also afforded us the ability to quantitatively measure our success. Seeing the significant brand lift across the board was a huge validation for us that our creative strategy worked."

—Tim Fleming, Interactive Media Planner, Ignited Agency

Results

The results of the Insight Express brand study show the impact of this campaign. All results are deltas relative to the control group:

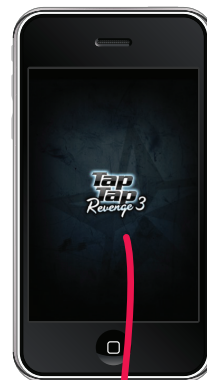
- 69% increase in mobile ad awareness
- 31% increase in release date association
- 31% increase in intent to see the film

Goal

Universal Pictures and their agency, Ignited, wanted to extend their campaign to reach a mobile audience to promote their feature film, The Wolfman. The studio aimed to drive viewership of their trailer and to ultimately drive ticket sales. Universal and Ignited sought to push the creative boundaries of mobile and wanted the richest media experience possible to engage users on the go. Additionally, they wanted to generate buzz by involving social media.

Solution

Leveraging AdMob's Auto-Play Interactive Video Ad Unit, Universal and Ignited drove trailer views when users loaded iPhone apps, and users could touch the video's Action Buttons to visit the mobile site where they could view content and buy tickets, or engage with the brand on Twitter or Facebook, all without leaving the video player. AdMob's Add-to-Calendar ad unit allowed iPhone users to opt-in for a calendar push reminder on their phone on opening night of the film. To maximize their reach, Universal and Ignited also ran banner and text ads across entertainment apps and mobile sites on a broad range of mobile devices leading users to their mobile site.



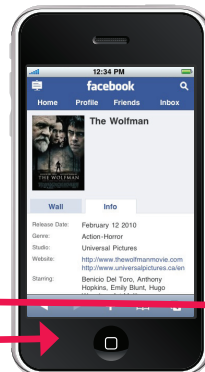
App Load Screen



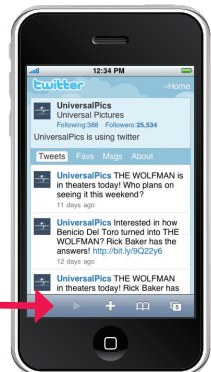
Auto-Play Interactive Video Ad Unit



The Wolfman Movie's Mobile Site



The Wolfman Movie's Facebook Page



The Wolfman Movie's Twitter Page