



Success Story



www.dibsfilmfest.com

To promote the launch of Dibs, a new, bite-sized treat from Dreyer's Ice Cream, Dreyer's appointed Tracey Locke, ID Society, and MTV Networks Digital Fusion to develop a cross-platform marketing campaign to promote and build brand identity for the product. In addition to on-air promotions, Dreyer's wanted to drive traffic to an online community where Dibs fans could creatively express their love for the new treat in a contest called the Dibs Bite-Sized Film Fest™.

The challenge was to embed social media functionality within a unique design environment that ID Society wanted to build with Papervision 3D. At this point, Digital Fusion selected Reality Digital to build and power the site. The Reality Digital Opus™ platform had the technological flexibility to support ID Society's creative goals with the video upload and community features required for the concept to work. As a leading expert in the social media industry, Reality Digital quickly took on the role of project manager, corraling the many players involved and walking the agencies through the learning curve of designing a site for dynamic content and social media.

The team effort resulted in a unique, 3D-animated Flash site that seamlessly integrated the Opus platform's community features with the Adobe Premiere Express™ Service's online video editing tool. This allowed users to easily upload their own videos promoting the Dibs product and remix them with additional images, audio and effects supplied by Dreyer's, online and right within the browser. The remixed videos were then submitted into a contest where people could vote on their favorite Dibs film in a virtual film festival environment and over the Web via branded widgets on social networking sites. At the end of the promotion, the winner saw his masterpiece broadcast on MTV.

Supported by on-air promotions, the Dibs Film Fest site generated significant traffic and creative word of mouth for the Dreyer's product via user generated content.



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