

## MSN case study:

# Competition stokes digital fervour for Angels and Demons movie release

## Supporting context gives online competition extra legs

<b>BRIEF:</b>	<b>Maximise movie pre-release interest for thriller Angels and Demons</b>
<b>CLIENT:</b>	<b>Sony</b>
<b>TARGET AUDIENCE:</b>	<b>18-to-45 year olds</b>
<b>PLATFORMS:</b>	<b>MSN.co.nz</b>
<b>AGENCY:</b>	<b>Starcom Worldwide</b>

### Campaign overview

Some might describe movie pre-release marketing as formulaic, starting with the phrase popularly recognized for its gravelly delivery: "In a world ...". But these days left field promotion, particularly online, plays a more crucial role. More than just another channel, shrewd movie marketers seek out online properties that draw the right audience and offer contextual support.

The online pre-release campaign for thriller Angels and Demons was spearheaded by a competition to win a five-night trip for two to Rome – the movie setting. A high value prize encouraged people to seek it out and opened the door to value-added on-site promotion. It also enabled distributor Sony to capture an opt-in database for future communications.

Hosted on MSN.co.nz, nearly 5,000 entered the competition, with 50% opting in for future communication. Word of mouth and positive impacts of search and competition aggregator sites saw Angels and Demons hold the number one position at the New Zealand Box Office for the duration of the week it was launched.

### MSN solution

Run-of-site advertising on MSN.co.nz; Angels and Demons competition landing page and backend; MSN Travel picture gallery; MSN Entertainment Fix promotion

### Execution

Agency Starcom Worldwide tendered for an exclusive online media partner and chose MSN.co.nz. Attributes clinching the deal included MSN's competition delivery platform; MSN's reach and contextual characteristics, such as editorial support and picture galleries in relevant special interest sections.

Run-of-site advertising funnelled interest to a competition landing page, where registration and entry were completed. Supporting editorial in MSN Travel offered more detailed information, further illuminating aspects of the movie location. A gallery provided pictures, and promotional footprints also appeared in MSN's entertainment section, Entertainment Fix. The central message, Angels and Demons competition – win a five-night trip for two to Rome – was delivered in various formats, run-of-site.

### Results

Over the one-month campaign period close to 5,000 entered the competition, with 50% opting in for future communication. The competition itself attracted 7,500 unique browsers, who generated 37,000 page views. 1,200 entrants went directly to the competition page, highlighting word of mouth and positive impacts of search and competition aggregator sites. Angels and Demons held the number one position at the New Zealand Box Office for the duration of the week it was launched

### Lessons

MSN's younger audience is tuned to entertainment messages. They're happy watching dynamic content, with studies showing 30% longer dwell rates than standard creative. The right sort of competition is a great way to generate a permission database for future activity. Contextual support, such as picture galleries and movie destination content, is a great way to cast the net wider and showcase aspects of the movie in editorial format.

