



## Warner Bros. gets box office surprise with 'One Missed Call'

**Client** – Warner Bros. (One Missed Call, theatrical)

**Destinations** – Cineworld Cinemas

### Challenge

Having already established Bluepod Media as an essential element of promoting their 2008 release schedule, Warner Bros. signed an annual deal to promote all '08 theatrical releases across the Bluepod Cinema platform. In March '08, Warner Bros. released teen-horror flick, One Missed Call which was aimed mainly at males aged 15-19. There were a surge of teen-horror releases around this time and Warner Bros. had to ensure they achieved their required market share against the competition.

### Strategy

The very title of the movie suggests the synergy between the release and using mobile marketing as a means to target potential viewers, giving them access to the trailer up-to 4 weeks before the movie hit the cinema. The Bluepod cinema platform offered the perfect environment to reach the right audience and deliver the campaign objectives:

- ✚ Promote the movie's release to an audience of 15-19 year olds, with a male skew
- ✚ Allow the user to download the movie trailer to their handset, with a calendar reminder set for the release date
- ✚ Achieve at least a 22% box office share

### Activity

Bluepod Media offered 'One Missed Call' as a download on the Cineworld menu, throughout March '08, taking advantage of traffic driven to see similar teen-horror movies, like *The Eye (Lions Gate)*. Warner Bros. committed to no other in-cinema promotion with Cineworld, in fact, the only other activity was online.

### Results

The campaign ran throughout the month of March'08 achieving an incredible 161,465 unique content downloads, across 55 Cineworld sites. More importantly, industry specialists Nielsen worked closely with Warner Bros. to measure the effect Bluepod had on box office sales. Their results speak for themselves as Cineworld recorded an impressive 42% increase in expected Box Office share. Warner Bros. attribute this success to Bluepod Media and have gone on to achieve over 2.3 million downloads throughout 2008.