

Changing media habits...

MOBILE MARKETING



Case Study One Missed Call

Warner Bros. launched a major campaign to promote its latest film 'One Missed Call'.



Bluepod Media was used to send the trailer to mobile phones at cinema destinations across the UK.

The synergy between the content of the film and the medium delivering the trailer fits brilliantly which, coupled with the success of previous Warner campaigns, made Bluepod Media an obvious choice.

The results were very impressive – with unique, individual downloads totalling:

	Success	Opt-Out
Vue	164,997	752,324
Cineworld	161,465	647,227
TOTALS	<u>326,462</u>	



The above results were delivered for Warner Bros. through Bluepod Media's destination network. Warner Bros were more than happy with the 326,462 successful downloads delivered in one month during March 08.

Warner Bros. Research



Nielsen

Using industry research specialists Nielsen, Warner Bros wanted to establish the effect Bluepod Media had on ticket sales.

Cineworld were used as the test network and the results were very strong:

- Cineworld have 55 locations and on an opening weekend typically deliver 22% of the cinema audience market.
- Warner Bros did not give Cineworld any additional marketing activity.
- Online was the only other media used to promote this film and the creative had no direction or support for any particular cinema network.
- **Using Bluepod Media in Cineworld created a 42% increase in box office share.**

