

# Movie Release Awareness

**The Problem:** A Major Motion Picture Studio promoting their upcoming film featuring an A-list cast with award-season potential ran into a problem: a rival movie with a similar title forced the Studio to rename and rebrand the film. The Studio wanted to show a new trailer to as many people as possible in a short amount of time to maintain buzz and re-establish the film in the minds of movie-goers.

**The Solution:** The Studio provided Audience Delivered with the new trailer and proposed targeting, asking us to build awareness, engage the audience and drive trailer views. We took the trailer and combined it with dozens of new taglines designed to drive views and engagement. We took the initial targeting and delved deep into audience segmentation and recommendation options built in our API targeting engine. The expanded audience targets and creative resulted in a winning campaign

**The Result:** In just 10 days, the new trailer reached 2+ Million views at less than 2 cents per view!

## Audience Delivered's results:

- 2+ Million video views of the trailer in 10 days
- \$0.016 cost per video view
- 24 Seconds - average length of video view
- 3 Million highly targeted users reached

