

Adconion Media Group – Case Study

Video Advertising: Sony Pictures

OVERVIEW



When OMD International and Sony Pictures International wanted to promote the launch of the film 'Seven Pounds' starring Will Smith they approached Adconion Media Group to advise them on their digital strategy and devise a media schedule for their target demographic.

OBJECTIVES

The objectives were to maximise the reach of the movie trailer in a cost-effective way across key territories globally including the UK, France, Spain, Belgium and the Netherlands. Additional objectives included generating film trailer viewings and click-throughs to the official Sony Pictures website.

COMPONENTS

The film trailer featured A-list movie star Will Smith and provided audiences with an action packed preview teaser of the film.

Adconion.TV developed the creative campaign using existing video assets from the movie, adapting them for in-banner entertainment and localising the content for each of the individual markets. All of the activity was co-ordinated across time zones to coincide with local release dates.

By exclusively partnering with Adconion.TV, Sony and OMD were able to distribute the trailer through our premium publisher network using proprietary rich video technology unique to Adconion Media Group.

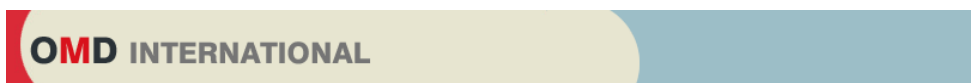
RESULTS

The campaign was an overwhelming success achieving all of its key objectives, demonstrating excellent interaction rates amongst users and generating a high volume of in-banner video viewings for the entire length of the trailer. The campaign drove traffic to the official Sony Pictures website and created an uplift that was reflected across all markets.

CLIENT TESTIMONIAL

"Using Adconion's 'Global Sales Team' and Adconion.TV we have been able to easily and cost-effectively distribute the trailers for Sony Pictures' theatrical release to a targeted audience across multiple markets."

Jenny Zirinsky, Executive Director – OMD International



NEXT STEPS

Learn more about Adconion's advertising solutions and what we can deliver for you. Contact your sales representative for additional material or visit our website at: www.adconion.com

ABOUT US

Adconion is the world's largest independent Audience Network. We have 16 offices in 7 countries around the world. We deliver interactive media solutions using our own proprietary technology. We provide excellent results for premium advertisers and optimal revenue for publishers. Ask for actual client results and judge for yourself.

