



myspace.com/daytheearthstoodstillfilm

12.12.08 is The Day The Earth Stood Still

Background

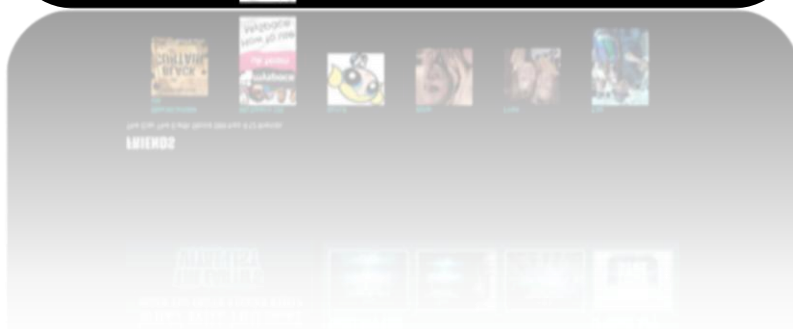
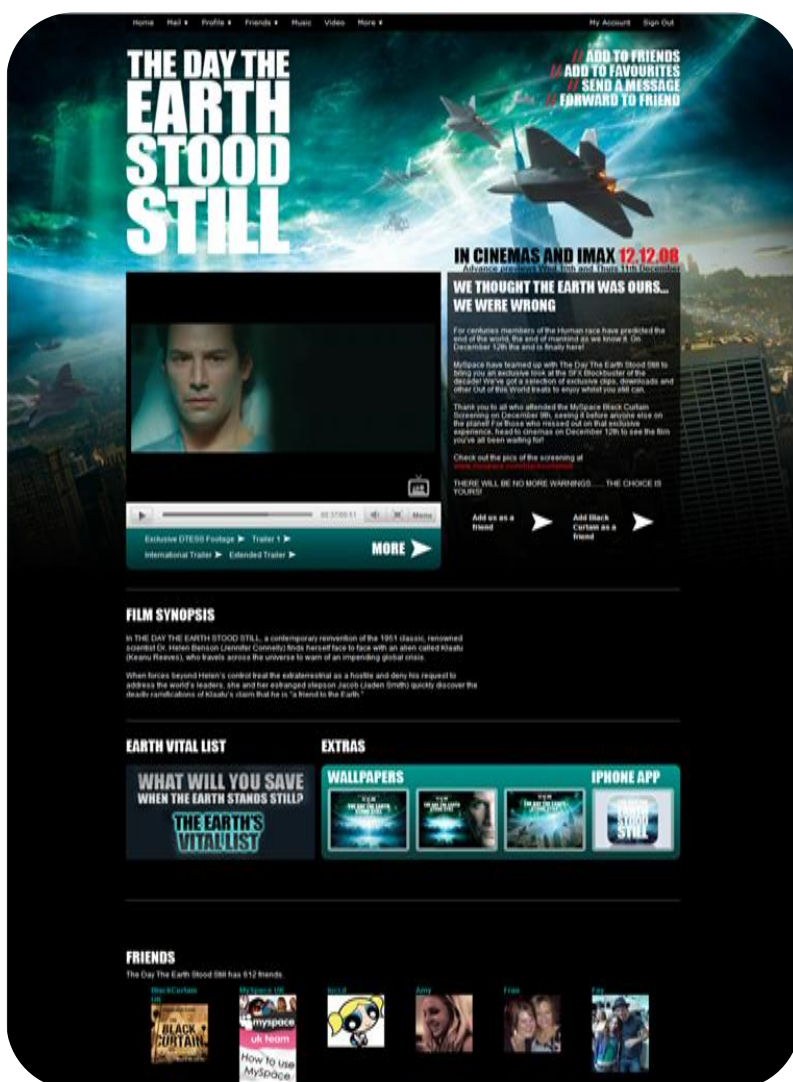
20th Century Fox wanted to create excitement for the launch of *The Day The Earth Stood Still* (DTESS), dubbed the 'Special FX Blockbuster of the Decade' with an engaging online and offline campaign including an interactive custom profile.

To create maximum impact and drive awareness of the theatrical release of the film, 20th Century Fox identified MySpace, with its new impactful homepage opportunities, as the ideal vehicle to run the campaign, boasting arguably the largest display space available to advertisers online.

MySpace is renowned for attracting an influential audience of cinema-goers (38.7% regularly visit film listing sites compared to the UK average of 29.5%¹) which prompted the creation of MySpace's standalone film site *Trailer Park* and the *Black Curtain* community which brings advanced screenings of the latest blockbusters to an audience of MySpace film fanatics.

Campaign Objectives

- Promote the launch of 20th Century Fox's *The Day The Earth Stood Still*
- Encourage user interaction with the DTESS custom profile by offering exclusive film clips, pictures and downloads
- Create excitement and drive users to the DTESS profile



The MySpace Solution

20th Century Fox partnered with MySpace to create an online and offline campaign to drive buzz and interest in DTESS, ahead of its UK release. The film was heavily promoted through MySpace's *Black Curtain* community, offering film fanatics a chance to see an exclusive free screening of the film 'before anyone else on the planet' and win limited edition posters, signed by DTESS star Keanu Reeves. A range of marketing placements including user homepage takeovers, editorial features, display media and bulletins sent to the 3.8m friends of the official *MySpace UK* community highlighted the exclusive free screening and drove traffic to the MySpace built DTESS custom profile. In addition to being strategically placed as a top friend of the *Black Curtain* community, DTESS was also prominently placed within the *MySpace UK* and *Trailer Park* communities to further leverage a large and film centric audience.

On the DTESS profile, users could view official film content, apply for tickets to the screening and enter competitions to win the signed posters or even a round the world trip (run in conjunction with O₂). And to enable user to customise their profiles and impress their friends, there were eye-catching widgets and wallpapers to download and share.

The campaign peaked on the opening weekend in the form of a [homepage takeover](#) with full overlay, allowing 20th Century Fox to leverage one of the most impactful creative platforms possible online and captivate all visitors to the MySpace homepage on the day of its UK release

Finally, a PR campaign was run in advance of the film's release, featuring further opportunities to win tickets to the exclusive MySpace *Black Curtain* screening of DTESS through relevant publications including Metro, Zavvi, Screenrush, Den of Geek and SFX



Results

The multiple drivers, including front page editorial placements, user homepage takeovers, *Black Curtain* and *Trailer Park* promotions and mass targeting via the *MySpace UK* bulletin drove both awareness and affinity with the film, as shown by an impressive 43,588 video plays of the movie trailer and exclusive footage. The exclusive free screening was oversubscribed, with demand for tickets more than doubling availability, aided by the supporting PR activity that ensured the campaign was delivered to a relevant audience of film goers over and above the main MySpace target market. To watch behind the scenes footage of the Black Curtain screening click [here](#)

The buzz generated throughout the campaign culminated in an excellent response to the [MySpace homepage takeover/full overlay](#) – arguably the largest and most impactful creative opportunity online – which was viewed over 2.4 million times and boasted an impressive click through rate of 1.26%

Conclusion

This is an excellent example of a truly integrated campaign, leveraging online and offline communities to drive buzz and interest. An engaging profile with unique content and desirable collateral acted as the focal point for a variety of strategic campaign drivers. These drivers worked synergistically to resonate with a relevant audience at a critical time point, as shown by the enviable engagement with the [homepage activity](#) on the day of the film's release.

Quote

"MySpace provided an ideal platform to engage and excite an informed audience who regularly attend the cinema and are great opinion formers. Spanning promotions, PR and advertising, this activity proved to be a great example of the standout that can be achieved from a fully integrated campaign. MySpace were effective at understanding our challenges and worked with us to create a really exciting, engaging campaign"

Jennifer Tang, Media Promotions Manager, Twentieth Century Fox