

MSN GOES TO THE MOVIES WITH GOLDEN VILLAGE STARRING ONLINE

Background

Golden Village (GV) Film Distribution is one of Singapore's most prominent independent film distributors and is the largest cinema operator in the country with 8 ultra-modern multiplexes. With over 30 titles distributed per year, GV has been working aggressively with MSN Singapore since 2001 to create integrated online campaigns for a majority of their movie releases including *Ocean's Eleven*, *Zoolander* and *Queen of the Damned*. With each movie targeted at very different audiences, the digital marketing campaigns included creative banners, pop-up windows, email viral marketing and microsites tailored for each film release.

Challenge

Knowing that their target audiences are also daily Internet users, GV wanted to work with a major online partner that could help them reach out to moviegoers in a multi-dimensional platform, in order to truly bring out the exciting elements of the movies.

GV also wanted more than just the traditional banner buy and wanted a digital marketing partner who could create innovative and attention-getting online campaigns appropriate to the visual style and theme of each movie release.

Working with MSN enabled GV to capture utmost noise, awareness and hype for the new movies through the creative use of banners, floating icons and cool contests featuring viral marketing elements that boosted GV's marketing database.

Target

- Moviegoers, male and female
- Diverse audience range due to varying genre and theme of each movie release

Goals

- Reach out to a greater number of moviegoers and potential audiences by creating online publicity and word-of-mouth for new releases
- Execute more than just traditional banner buys: Use ultimate creativity to communicate messages, involve audiences in unique promotions and contests that capture and share the unique genre and style for each individual movie.
- Capture and appeal to a broad, yet targeted audience-realizing the uniqueness of each movie.

Results

- *Ocean's Eleven* witnessed unique daily pop-up ads served to users. Over three days, the ads received a high total of 94,082 click throughs.
- During the one-month promotion for the same movie, over 88,000 unique visitors to the microsite were recorded with 12,248 viral marketing emails sent.
- MSN Singapore sent out 9,700 *Ocean's Eleven* emails to a target list of users. In turn, 2,175 users forwarded the email to eleven of their friends and were entered into the contest.
- The two-week promotion for *Queen of the Damned* attracted 63,004 site page views. 11,021 movie emails were sent to MSN users, resulting in 2,708 click throughs from the email to the movie microsite.
- For both *Queen of the Damned* and *Zoolander*, creative interstitials such as floating icons and characters on the MSN Singapore homepage led users to the movie microsites, resulting in an extremely high click through rate of over 23%.

