

Case Study - Universal Pictures

Campaign Objective

Promote the launch of the new release 'The Boat That Rocked' to target demographic of 16-35 year olds

Campaign Solution

- 'Manly Dominator' on board advertising package providing access to over 500k AB demographic of both commuter and Sydney leisure travellers across Manly fleet
- Distribution of movie trailer to passengers' mobile phone via Bluetooth on the vessels
- Advertising supported with sampling activity on board vessels - brand ambassadors handed out movie passes to passengers

Results

- Strong brand visibility through exclusive brand ownership of all vessels in Manly fleet.
- 500k eyeballs over campaign duration. 8,560 Bluetooth interactions over campaign period with a 43.4% campaign opt in rate.
- Distribution of over 2,900 movie passes to an average target group of 16-35 year olds.
- Positive reaction from passengers who were happy to engage with the teams and receive Bluetooth content to their phone.

