

Case
study

INDIANA JONES AND THE TEMPLE OF BLUETOOTH

PARAMOUNT PICTURES BOOSTED TICKET SALES BY INTRODUCING A NEW GENERATION OF CINEMAGOERS TO ITS ICONIC INDIANA JONES, INCREDIBLE HULK AND IRON MAN CHARACTERS, USING BLUETOOTH TO DISTRIBUTE FREE MOBILE CONTENT. **MATT PORTER** REPORTS.

Paramount Pictures was banking on the success of three action adventure blockbusters scheduled for release last Autumn – *Iron Man*, *Indiana Jones and the Kingdom of the Crystal Skull* and *The Incredible Hulk*.

Although the subjects of these films are iconic and familiar for older cinemagoers, much of Paramount's target market for the films – 13 to 24-year-olds with a male skew – were too young to know the characters. Paramount wanted to ensure high ticket sales by introducing the characters to this younger audience.

Paramount hired Sydney-based agency Aura Interactive to create a promotional campaign that integrated mobile advertising with out-of-home across 22 major shopping centres and Hoyts cinemas. While the film distributor had previously used Bluetooth to promote its movie titles, in this case Paramount wanted to use the technology to broaden the reach and scale of its promotions and provide measurement of its out-of-home media activity.

Aura chief executive Adam Dunne says the campaign was a good example of the value of depth rather than breadth of engagement in the mobile space.

"It wasn't just all about the amount of eyeballs captured by the campaign. It was the level of meaningful engagement that we were able to achieve with each consumer reached," he says.

The 60-day campaign included the development of a library of customised mobile content about the films, including short video previews, animations, screensavers, voicetones, ringtones, mobile vouchers and calendar reminders that could be delivered via

Bluetooth to mobile phones.

The key plank of the campaign was avoiding the high data charge rates applied by the mobile carriers that make downloading rich content – such as HD-quality video trailers – prohibitive for average mobile users.

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Aura achieved this by linking into the BlueZone networks of each of the Hoyts and shopping centre locations to deliver promotional movie content free-of-charge to the mobile phones of mainstream users identified as the target market – 13 to 24-year-olds with a male skew. Based on a rate of 2.2c/kb, more than \$56 worth of content was made available for free to each consumer.

"It was great being able to work with films with broad appeal and enable users to download the rich content for free," Dunne says. "The target audience wants to know 'what's in it for me?' and they want to know we're not capturing information about them via their mobiles for future reference, which we weren't."

The mobile campaign was used in conjunction with 340 x 42-inch

interactive touch screens installed in the 22 shopping centres and 60 promotional display stands inside the Hoyts foyers.

The nature of the live network meant that Paramount could track unique and repeat interactions across the network and follow the detection/interaction paths of consumers from shopping centres into Hoyts cinemas. The BlueZones also allowed advertisers to track which specific locations were delivering the best results.

Dunne claims the campaign hit each of its objectives:

- To get the high quality movie-related promotional content directly into the hands of the target audience.

- To engage with this audience in a positive and memorable way.

- To create awareness of the movie release dates and, most importantly, drive ticket sales through to the box office.

The campaign established an immediate and strong connection between the target audience and the product on offer – the films – with ease of access via mobile phones, Dunne said.

Overall the campaign interacted with more than one million mobile devices, delivering more than 117,000 downloads to consumers. The interactive out-of-home media campaign reached more than 5.5 million people.

Box office ticket sales for the three films hit \$54 million, with *Indiana Jones* box office sales passing the \$29 million mark and *Iron Man* selling more than \$20 million of tickets.

The campaign won the global award for Best Use of Mobile Marketing – Promotion at the 2008 Global Mobile Marketing Association Awards. <



BlueZones [top] allowed consumers to download free mobile content, and in the process get to know characters like Indiana Jones [above].