



CASE STUDY

TRANSFORMERS

CLIENT: PARAMOUNT PICTURES

SERVICE PROVIDER:

AURA INTERACTIVE

BACKGROUND

Paramount Pictures engaged AURA Interactive to deliver an interactive out-of-home media campaign to promote the release of the movie *Transformers*. AURA developed a library of mobile content from the digital assets of the movie including short video previews, animations, screensavers and ringtones.

OBJECTIVE

The principal campaign objective was to get promotional movie-related content directly into the hands of the target audience, create awareness of the movie release date and drive ticket sales through to the box office. The aim was to achieve this by creating a permission-based and privacy-compliant Bluetooth network that would effectively track consumer interactions across various out-of-home media sites around the country.

STRATEGY

During the campaign the video preview, animated screensavers and ringtones were delivered to thousands of consumers via Bluetooth from over 100 interactive Bluetooth hotspots installed



throughout 14 major shopping centres (in Sydney, Melbourne, Brisbane, Canberra and Wollongong), plus 20 sites across the Melbourne CBD area and four Hoyts cinemas.

MANAGING OPT-OUTS

All the BlueZone locations were part of a giant intelligent network, which enabled AURA to manage both opt-outs and the sequential delivery of content. As the consumer moved across the shopping centre the BlueZone network remembered what the user had previously accepted and then sent the next piece in the series. Similarly, if the user opted out at any time, this was remembered by the BlueZone platform and they would not receive any more invitations or content for the rest of the campaign period.

OUTCOME

The one-month campaign delivered more than 54,000 consumer-initiated interactions, with box office sales after two weeks of release exceeding \$20 million. Over 47 percent of consumers actively chose to interact with the campaign and download the *Transformers* mobile content. The campaign also directed consumers to the *Transformers* website and to purchase tickets through cinema partners. Hoyts M-voucher redemption rates were above target, peaking at 58 percent.