



## VAN Case Studies: 'Watchmen'

**Client:** MEC Global

### What they wanted:

MEC Global wanted to generate excitement and interest in the lead up to one of Paramount's biggest releases of 2009 - Watchmen. With a dedicated fan community online, we were tasked to reward existing fans with various teaser clips and generate interest from other cinema goers across six major territories - whetting their appetite for the Watchmen universe.

### Why they got in touch:

MEC Global had been impressed by our previous collaboration with them, where we undertook the online promotional work for the film 'Tropic Thunder' (achieving over 600,000 views across 6 territories). They enlisted us to help them achieve similar success with multi-market exposure of their viral teaser and trailer content.

### How we helped them:

Alongside our parent agency, Rubber Republic, we delivered an online PR & seeding campaign across Australia, France, Germany, Italy, Spain and the UK.

This campaign included:

- **Blogger outreach.** Our multi-lingual online PR team got in touch with influential film and graphic novel bloggers in the targeted countries, increasing their (and their readers') excitement about the film's release.
- **Seeding to social media and video sites.** We uploaded the videos to carefully chosen content sites, thus maximising exposure within popular social media hotbeds.

- **A large targeted media buy on the Viral Ad Network.** We delivered well over a million geo-targeted views to the film's youtube channel across the territories that MEC Global were operating.

### Why they are happy:

We smashed MEC Global's expectations for the targeted countries, getting over 1.7 million views in total. We also got additional viral traffic from other valuable territories in which the film was to be released and achieved over 2.6 million worldwide views.

The film enjoyed a hugely successful release, grossing \$55 million on the opening weekend, and over \$185 million at the worldwide box office.



custom video player we built for the campaign

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