

AD CATALYST CASE STUDY

Entertainment Industry Advertising Success Story – Flixster drives attendance to Touchstone Pictures “The Proposal”

Overview

Flixster, the largest movie community on the web, provides movie fans of all ages with a place to make connections with others who share their passion for film, exchange ideas and opinions, and ultimately discover new movies. With more than 20 million unique users and almost 2 billion movie ratings, Flixster’s leadership team knew the site had quickly become a prime channel through which to promote a new wide-release movie, but lacked the hard metrics needed to show advertisers the true potential of the site.



Solution

When Disney /Touchstone Pictures began promoting its new comedy “The Proposal,” Flixster saw an opportunity to leverage Vizu’s Ad Catalyst solution to prove just how effective the site could be at both raising the intent of moviegoers to attend the movie and driving attendance to the opening weekend. Vizu’s Ad Catalyst solution is leveraged heavily in the entertainment industry by studios, agencies, and publishers to measure and optimize campaigns promoting everything from movie openings to television show debuts and ongoing television series campaigns.

Quick Facts

Company	Flixster
Headquarters	San Francisco, California
Background	Flixster is the world’s largest online movie community, attracting more than 20 million unique visitors each month



Results

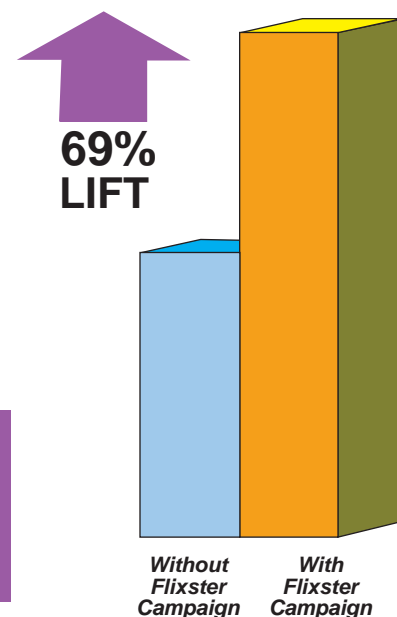
Using Vizu’s Ad Catalyst solution, Flixster was able to show that it should be part of any entertainment advertiser’s media plan. Vizu helped Flixster show that advertising for “The Proposal” generated:

- > A 69% lift in consumers’ intent to see “The Proposal”
- > A 30% lift in attendance as measured during the week following the opening

Vizu also helped Flixster identify and optimize around:

- > The most effective creative, a movie trailer, which increased intent to see by 60%
- > An optimal frequency of exposure of 5-9 impressions

INTENT TO SEE “THE PROPOSAL”



“Flixster provides an unparalleled opportunity for entertainment advertisers to drive attendance to wide-release movies, and Vizu helps us prove that. Ad Catalyst provides our sales team with the key tools and data they need to drive our sales of brand campaigns and grow our business.” – Steve Polsky, President & COO, Flixster

Effective Brand Advertising in the Entertainment Industry

The entertainment industry spends millions of dollars advertising to promote new movie openings and television programs, often with little to no ability to measure the return on investment – the incremental attendance or tune-in driven by the overall ad campaign, and the effectiveness of each element of the campaign. In the absence of this key data, millions of dollars can be wasted because advertisers are spending in the wrong places or on the wrong creative executions. True measurement techniques to assess the effectiveness of ad campaigns - in advance of an opening weekend, for example - have proven elusive for the entertainment industry. Until now.

Key Takeaways

- > Bundling relevant measurements of brand lift into your offering is a must in attracting brand advertising dollars
- > Key attributes of entertainment campaigns lend themselves to certain types of ads and frequency
- > Real-time data on campaign effectiveness is a must for optimizing short-lived entertainment campaigns

Vizu Ad Catalyst

Vizu Ad Catalyst is the leading solution for measuring and optimizing brand lift from online ad campaigns, replacing irrelevant “click-through” metrics with much more meaningful measurements of brand lift. The real-time availability of campaign performance data, made available in an intuitive dashboard, makes the solution ideal for measuring and optimizing short online campaigns, such as those promoting movie openings or television program debuts, in addition to longer term campaigns. Ad Catalyst also enables the ongoing assessment of campaign messages, creative, frequency, and website performance, allowing for optimization of these key attributes to ensure advertisers achieve desired results.

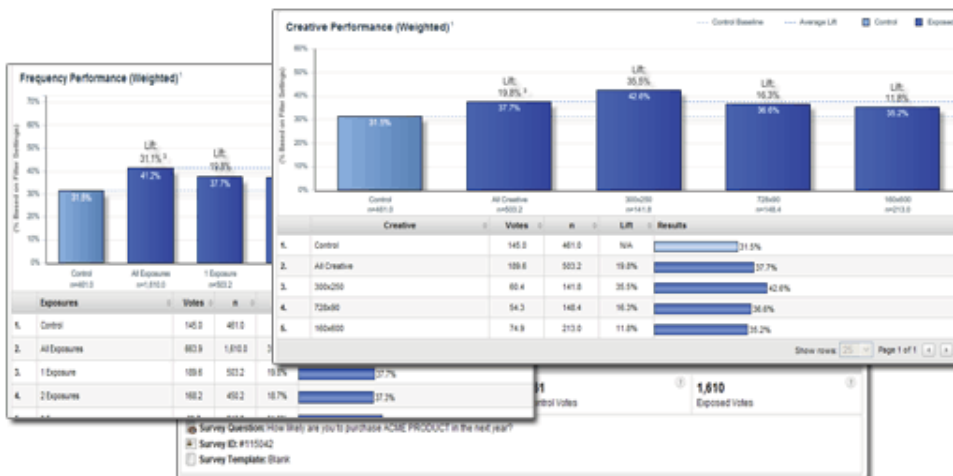
Ad Catalyst is offered in two versions, depending on the type and needs of our clients:

- > Ad Catalyst for Publishers (ACP)
- > Ad Catalyst for Advertisers (ACA)

Both versions offer the same scalable, pervasive system accessible every day through an online dashboard. Each version is tailored for the specific requirements and expectations of the constituencies they serve – publishers, brand agencies and brands themselves.

“Using Ad Catalyst moves ad sales and buying beyond CTR’s, allowing our customers to measure the brand building objectives of media campaigns. Publishers leverage our solution to empower their sales force with actionable information they can use to differentiate their offering, while advertisers utilize it to measure and optimize the effectiveness of their campaigns.”

– Jeff Smith, VP Solutions, Vizu



Vizu Ad Catalyst Clients can access a self-service online dashboard to view a wealth of data on currently running online campaigns

