

Universal Studios Minions

Problem

How do you raise awareness for an upcoming film and drive consumers to the box office?

Solution

Use high profile OOH locations and utilize a variety of formats to deliver the highest impact and gain the most buzz.

Background

The massive success of Despicable Me 2 helped the brand become a leader across family and general audiences alike.

Since there is already high awareness of the Minions, the challenge was to prioritize impact and engagement to spread the word further and generate awareness of the film. The Minions are the true breakout stars of the Despicable Me franchise, the need was to focus on them to drive emotional attachment and showcase their personalities in order to attract a broad audience.

Fans and consumers may have been skeptical that the Minions could carry the movie. Universal Studios needed to clearly show them that yes, they could! Minions are really fun and irreverent, but parents and general audiences were worried that if the Minions can't do more than just provide comic relief, the movie would become to one note or juvenile. Some viewers were concerned that Minions would lack the same depth and heart that the brand has become known for. Thus, Universal Studios needed to make sure they engaged core fans, families, movie goers, as well as people who had never seen the previous movies.



Objective

The overall goal was to create huge awareness for the film and drive consumers to the theater. Since the Minions are all about silliness, fun and being mischievous, the goal was to make sure to utilize formats that would be able to convey that tone to consumers. To do that, the campaign highlighted the individual personalities of the brothers – Kevin, Stuart and Bob and give fans and consumers the opportunity to engage with them, highlight their human like qualities, develop a relationship and then look forward to seeing them all together in their adventure!

Due to the already heavy popularity of the Minions, the demographic target for this film was broad – consumers 6+. Both parents and general audiences expressed solid levels of interest and kids were especially enthusiastic about seeing Minions. In addition, the ads were created so that you did not need to have seen the previous Despicable Me films in order to enjoy Minions.

Strategy

Well over a year earlier than the film's release, Universal Studios began developing big ideas centered around this campaign. It

was not just about finding high profile locations – it was about taking over various locations to put the Minions front and center, make them a can't miss in the cluttered summer marketplace and pushing the limits of what could be done in the world of OOH in order to deliver the highest impact and gain the most buzz and ensure that the film was a huge success!



About a year prior to the release the idea was developed of the street domination. Major LA arteries were reviewed for just the right location to pull off a never-been-done before large street domination. Once La Brea was decided as a location, all possible OOH formats were investigated and began placing units on hold about a year out from the film's opening. Given that this was planned so far in advance, this really allowed the creative team at Universal time to develop the creative how to best use each format to convey the fun/mischievous tone to consumers. The account executives worked closely with the creative team, and the OOH vendors to customize and hand select specific creative for each format on the street domination.

Creative tied back to the idea of introducing the personalities of the brothers and showing them as individuals who fans and consumers could connect with.

While forming the rest of the overall strategic approach for OOH, it was important to utilize a heavy amount of frequency formats to generate awareness in the chosen markets. The Minions creative blanketed across LA & NY in a way that was hard for consumers to miss.

Lastly, opportunities were considered in digital formats which may allow more creative flexibility than static formats where the Minions were incorporated as being mischievous.

Given that malls were a highly important part of the plan, Minion animations were added into the digital kiosks content portion of their loop across malls nationally.

The planning agency also saw an opportunity in NY to incorporate the characters into the On-The-Go Digital Subway Kiosks allowing the opportunity to have the Minions interacting with the train arrival times. While riders look to these kiosks to determine when their next train would be arriving, Minions would pop up along this screen with the arrival times. These additions to the plan only helped to elevate the fun and silly tone of the film.

Plan Details

Markets: New York and Los Angeles

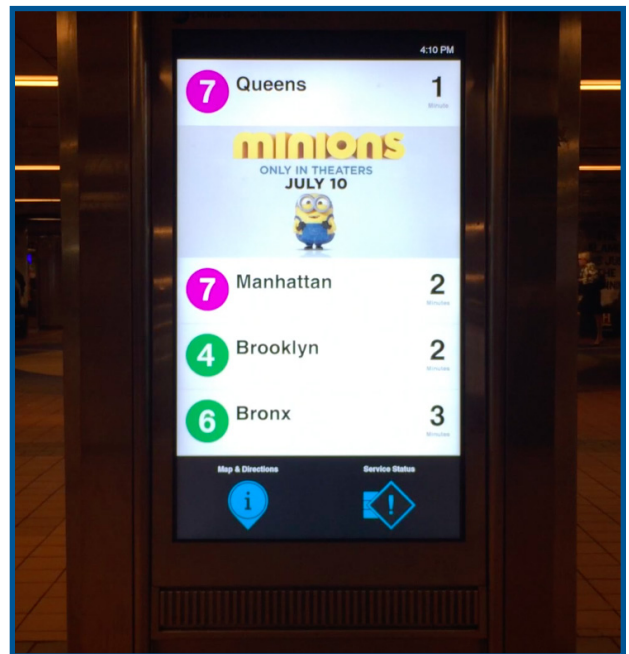
Flight Dates: 6/15 - 7/19

OOH Formats:

Los Angeles - bus kings, transit shelters, premiere panels, bulletins, walls, fifteen fully wrapped busses and two wrapped double decker buses. La Brea domination - 25 total units which included bulletins, premiere panels, bus benches, transit shelters and city lights. It even included a barricade painted Minion yellow displaying many different Minion looks. This is the largest street domination that has ever been executed in LA.

New York - subway 2-Sheets, urban panels, phone kiosks, taxi tops, 1 wrapped double decker bus, hand selected walls and bulletins - including 10 digital bulletins, a Times Square unit, and digital subway kiosks.

The mall campaign included a total of 15 markets and included both static and digital kiosks. Universal Studios chose malls based on coverage, size and traffic. For digital mall kiosks, the campaign ran a traditional :15 spot, and in addition the Minions were incorporated into existing ad content.



Results

Minions was the #1 film opening weekend and was the 2nd highest opening ever for an animated film taking in \$115.7M.

The Minions OOH campaign received a few separate articles and mentions on one of the most popular entertainment industry sites Deadline.com:

“Must mention the outdoor/transit campaign on Minions that the studio launched around L.A.; it’s overwhelming. Is it like that elsewhere in the country?”

The studio has also spent an enormous amount on OOH in L.A. alone for this film. Up and down La Brea Ave. in LA, which logs more than 8,000 trips a day, Minions ads have taken over. There are numerous OOH bulletins and 60 different pieces of ‘history’s greatest art masterpieces’ wall art where the minions appeared as the subjects in famous paintings like the Mona Lisa. On the city’s famed Sunset Blvd., the Cinerama Dome was taken over by minions Kevin, Stuart and Bob climbing over the yellow sphere to grab a banana on the marquee.

In addition, the Minions OOH campaign was mentioned on Adweek and LA Weekly.

The OOH campaign was picked up all over social media. On the Minions Instagram page numerous photos of the OOH formats was posted and received thousands of likes. The post of the wrapped bus received over 100,000 likes!

Many vendor companies mentioned they were receiving numerous calls from other studios commending them on a job well done and inquiring how we were able to pull off such a domination.

