

Sony Pictures: The Angry Birds Movie

Problem

How does Sony Pictures create buzz for its upcoming film, The Angry Birds Movie?

Solution

Develop eye-catching and three-dimensional creative for a variety of OOH formats to generate great anticipation for the movie.

Background

Sony Pictures was looking to breathe life into a well-known, but past-its-prime brand to introduce The Angry Birds Movie, while distinguishing it from the well-known video game.

Objective

The overall objective for the marketing campaign for The Angry Birds Movie was to open the film to a broad audience and to be #1 at the box office on opening weekend. From the very early planning stages, the team knew that the creative marketing assets were going to be colorful and bold and would introduce the characters and plot. OOH's overall role in the campaign was to effectively leverage those assets, by creating buzz through innovation and reaching a broad audience.

Strategy

With the brightly colored OOH creative and multiple character looks, the team knew that this campaign would shine on a variety of OOH formats. In order to leverage these great assets most effectively, the campaign focused on formats that highlighted the creative but also reached a broad audience.

With the smaller size, high frequency (transit, posters, mall) and digital formats (bulletins, mall) The Angry Birds Movie was able to introduce the characters and plotline to a broad audience, utilizing multiple creative looks. Transit/poster formats were included in the top 5 box office markets (27% of Projected Box Office). Digital bulletins extended into an additional 14 markets (17 total markets / 34% of Projected Box Office). Digital and static mall kiosks extended into another ten markets (27 total markets / 61% of Projected Box Office).



The large format media (walls, bulletins, double decker buses) was used to drive buzz, through custom creative and innovation in the top 5 markets. Creative on bulletins and walls was customized for the space when there was an opportunity to make it special. For example, travel related artwork was posted near LAX, side-by-side bulletins played off each other, and there were a handful of “Bombed Out” billboards. In addition, most bulletins were embellished with free-form extensions.

The creative centerpiece of the OOH campaign was the embellished double decker buses. Through a first-to-market, innovative execution, the three main characters (Red, Chuck and Bomb) were built out in 3D, illuminated, and placed on the sides of large wrapped double decker buses in LA, NY, SF and CHI. This particular execution used the largest 3D printer in North America. Not only was this the first time a 3D printer had been used for fabricating advertising creative, this particular execution would not have been possible without it due to weight/size restrictions on the bus. The 3D printer allowed us to produce a huge prop (14’ h) that was light enough to be attached to the buses within the weight limitations.

Plan Details

Markets: Top 5 Core Market Campaign: Los Angeles, New York, Chicago, San Francisco & Dallas / Mall Campaign (27 markets): Los Angeles, New York, Houston, Dallas, Chicago, San Francisco, Washington DC, Phoenix, Miami, Atlanta, Philadelphia, Boston, Seattle, Denver, Sacramento, San Diego, Orlando, Salt Lake City, Tampa, San Antonio, Detroit, Minneapolis, Austin, Las Vegas, Charlotte, Portland, Raleigh / Digital Bulletin Expansion (17 markets): San Francisco, Chicago, Dallas, Houston, Phoenix, Miami, Atlanta, Philadelphia, Boston, Seattle, Denver, Sacramento, Orlando, Salt Lake City, Tampa, San Antonio, Charlotte

Flight Dates: Top 5 Core Markets: 4/25/16 – 5/22/16, 4wks / Mall Campaign: 4/25/16 – 5/22/16, 4wks / Digital Bulletin Expansion: 5/9/16 – 5/22/16, 2wks

OOH Formats Used: Digital & Static Mall Kiosks, Digital Bulletins, Walls, Bulletins, Side-By-Side Bulletins, Specialty “Bombed Out” Bulletins, Bulletins with Extensions, Premier Panels, 30-Sheets, Bus Shelters, Static Newsstands, Digital Newsstands, Double Decker Full Wraps with 3D & Illuminated Embellishments, Bus Kings, Ultra Super Bus Kings, Horizontal Phone Kiosks

Target Audiences: Kids & Parents P6-49

Budget: 10% of the overall budget was allocated to OOH. The OOH budget that was allocated to this plan was higher than standard Sony Pictures budgets, as this was one of the tent-pole films for 2016 and OOH creative marketing assets were so strong

Results

Overall, the team was able to effectively leverage the marketing assets through a mix of large and small format OOH, while reaching a broad audience. OOH delivered 2,870.9 TRPs (measured media – does not include malls) and achieved a reach of 98.5% and a frequency of 29.1. The high frequency allowed the audience the potential to see each of the different creative executions four times during the course of the campaign.

The high reach and frequency drove online buzz on several social media platforms. The Daily <http://www.dailybillboardblog>.



com/2016/05/film-week-angry-birds-movie-billboards.html. One of the producers of the film, John Cohen, loved the double deckers and posted about it on Twitter, to his 6,500+ followers. Overall the campaign generated an additional 2.9MM impressions on social media (Twitter, Facebook, Instagram).

Success! The film ranked #1 and made just over \$38M on opening weekend, which exceeded the projected opening gross. Lifetime gross of this film is \$107.5MM.

Testimonials

“For The Angry Birds Movie campaign, Sony Pictures is very excited to have used first-to-market 3D printing technology to bring three iconic characters to life. The innovative executions paired with the dominant OOH presence created so much buzz that we wanted to incorporate a standout element of the campaign, the Embellished Double Decker Buses, into the US movie premiere events. Overall we are very happy with The Angry Birds Movie OOH campaign.” Julie Manard, VP Media - Sony Pictures



Additional Information

Behind the Scenes - Making of the 3D Birds video, including a cameo on “Hollywood Today”:
<https://vimeo.com/167173432>

Audience Metrics

Target Audience TRPs: 2,870.9
Target Audience Reach: 98.5%
Target Audience Frequency: 29.1

