

Halloween Comes Early This Year

YouTube's InVideo Ads Go to the Box Office



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Erin Foxworthy
Palisades Media

palisades
interactive

ABOUT YOUTUBE

YouTube is the leader in online video, and the premier destination to watch and share original videos worldwide through a web experience. Since November 2006, YouTube has been an independent subsidiary of Google, Inc. Google and YouTube are committed to enable everyone to find, upload, watch and share original videos worldwide, and to innovate with video for compelling services for users and for content owners.

For more information, visit www.youtube.com/advertise.

Introduction

Usually, Halloween takes place the night of October 31. Not in 2007. This year Halloween came two months early with the August 31 release of the Rob Zombie film Halloween. A unique trio was formed to make this launch a success – YouTube InVideo Ads, Dimension Films and Palisades Media. Palisades Media is a full service media agency with over \$595 million in annual billings and accolades including 51 Oscar wins. They were charged with creating the interactive marketing buzz for the film that would get moviegoers running to the box office.

Challenge

Palisades Interactive Media needed to establish online awareness and build up the pre-release excitement for the film for the opening weekend. They also needed to engage with the YouTube Community to create strong buzz around the film and create an “after life” for the trailer that would extend beyond the marketing campaign.

Solution

YouTube InVideo Ads, Dimension Films and Palisades Media came together to make this launch a frightening success. Erin Foxworthy of Palisades Media looked to YouTube as “a dynamic video environment (not just a pre/post roll) that would allow us to extend the reach of the Halloween Trailer. The InVideo unit allowed us to surround relevant professional video content in a non-intrusive manner “ By uploading the film’s trailer to YouTube, the #1 online-video site that reaches over 68M unique monthly viewers, Palisades Media ensured the necessary scale for the trailer. However, without the necessary advertising support, a movie trailer will usually only be accessed by those actively seeking the trailer on the site. Realizing that YouTube is comprised of an online-video engaged community, Palisades Media realized it would be smart to get right next to the video content, or even better, right in the video content. The answer was simple: YouTube InVideo Ads. A graphical overlay running within the video stream and a companion 300 x 250 display banner targeted to the appropriate online-video engaged community was the best way to showcase the horror that is Michael Myers.

By targeting the right YouTube audience with an innovative and exciting ad format, Palisades Interactive Media hoped to create online excitement around the trailer and anticipation for the opening weekend of the film. By driving traffic to the trailer, Palisades Interactive Media was able to leverage the value of the YouTube community, having them comment, rate, and share the video. With just under 2,000 ratings, 3,000 comments and over 1 million total views, the ad formats support of the trailer certainly had the impact Palisades Media sought to achieve: “The engagement metrics definitely exceeded our expectations.”

Results

Even without witches and werewolves to set the mood, Dimension Films was still able to go trick-or-treating, as an excited summer audience and an overall strong marketing campaign ensured that the studio had its fill of candy, achieving a #1 spot at the box office, bringing in \$31 million in the opening weekend. What’s more, Palisades Interactive Media was able to focus on a younger hipper demographic.

By targeting YouTube users watching rock and heavy metal music, the ad was able to reach those online video viewers who would be interested in seeing a horror movie like Halloween. The graphical overlay ran within a Linkin Park music video, accompanied by a 300x 250 display banner. Not only did YouTube InVideo ads successfully target the movie’s core demographic, with a 50% share of voice on rock/heavy metal music videos, but it did so in an engaging and entertaining way. The YouTube InVideo Ad struck a chord with rock and heavy metal audience. As a result of this relevant targeting, the click-to-play rates to watch the trailer were very strong, achieving 1.1% CTP rate within the first 5 days and .9% CTP rate over the entire campaign. In addition, with the support of the graphical overlay, the companion ad also saw strong click through rates, achieving a .76% CTR.

Most importantly, by increasing awareness of the film and the trailer through a targeted InVideo ad campaign, Palisades Interactive Media was able to drive the video into YouTube’s most viewed page, bringing even greater exposure to the film’s trailer and allowing the video to sustain its popularity on the waves of the YouTube community. The advocacy of many users like Zombiedeadman75 who commented “This movie is going to be the best movie of the year. Can’t wait to see it,” ensured continual awareness and engagement of the trailer after the marketing campaign. Have no fear, unlike the vengeance of Michael Myer’s, YouTube audiences were simply able to enjoy the “after-life” of the films trailer and go to the box office for the full effect.

Oh yes, did we already mention the film finished #1 at the box office?

