



Warner Bros. maximizes brand awareness for horror film release

Verve's precision audience targeting builds suspense among horror film fans.

CATEGORY: Advertiser
SOLUTION: Managed service
REGION: United States

40+s'

average interstitial
video watch time

+3%

post-click
engagement to site

Situation

Warner Bros. wanted to build brand awareness around the theatrical release of its supernatural horror movie and drive ticket sales.

Opportunity

Verve identified horror film enthusiasts and Hispanic moviegoers (who typically comprise one-third of horror film viewers) as target audience segments for the campaign. These custom segments were based on moviegoers' buying and watching activity, and Hispanic moviegoers were identified based on in-app language preferences and device settings. Attendees of Vidcon, the world's largest online video conference, were also served video ads when in and around the conference venue.

Verve geofenced movie theaters across the US during the film's opening weekend and served engaging creative messaging via expandable video to drive consideration at the moment of ticket purchase.

Results

- 40+ seconds average time spent in interstitial video
- +3% post-click engagement to site
- Pre-roll video: Highest video completion rate