

# Warner Bros. Maximizes Brand Awareness for Horror Film Release

Target: US  
Device: Mobile



**>40 seconds**

Average time spent in interstitial video



**>3.0%**

Post-click engagement to site



**Pre-roll video**

Highest video completion rate

## Objective:

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

## Solution:

Verve Group identified horror film enthusiasts and Hispanic moviegoers (who typically comprise a third of horror movie viewership) as target audience segments, with **custom segments** based on moviegoers' buying and watching activity. Hispanic moviegoers were further identified based on in-app language preferences and device settings.

Attendees of Vidcon — the world's largest online video conference — were identified as likely to have interest in the movie so were served video ads when in and around the conference venue.

Verve Group **geo-fenced movie theaters across the US** during the opening weekend of the movie and served engaging creative messaging via **expandable video** to drive consideration at the moment of ticket purchase.

