

YOU ONLY NEED A SELFIE

MARKETING OBJECTIVE

Young people and cinema lovers usually choose foreign movie productions when it comes to their cinematic options, because the local ones are overlooked and underestimated.

When Zazu Film launched #Selfie69, a Romanian comedy, our brief was to deliver a media and creative campaign strong enough to determine people to go and see the movie.

SOLUTION

In order to amplify the launch, we used a great number of channels (Facebook, Youtube, Google, Mediafax Group properties in our portfolio, International Programmatic Buying, Instagram) and a large number of formats (display banners, video pre-rolls, Fb ads, newsletters).

We've targeted a young and middle aged audience (13-34) from specific cities across the country, ensuring that the audience is not only aware of the movie, but also knows the cinema schedule in each and every location.



RESULTS

REACH:	ENGAGEMENT:	CONVERSION:
5.172.918 Reach	135k Video views	CTR: 0.8%
96.090.157 Impressions	209k Clicks	

Campaign Duration: September 5th - October 9th