

SET THE SCENE

case study

HAPPY FEET



Kodak

Objective Generate awareness of the HAPPY FEET theatrical release, drive sales of WB Wireless content, generate awareness for partners and energize moviegoers with an engaging wireless promotion in Q4 2006.

Solution Assembled team of Coca-Cola, Kodak, Warner Bros. and Warner Bros. Wireless to engineer a concession promotion driving consumers to download HAPPY FEET wireless content to their cell phones.

Media Cinema: Concession products including drink cups in three sizes, popcorn bags, plastic popcorn tubs, Kid's Trays and point of sale materials: ceiling danglers, register toppers and static clings. In-Theatre lobby monitors, pre-show, website & newsletters.

Online/Wireless: An integrated online/wireless promotion communicated on HAPPY FEET products driving moviegoers to text in to receive free HAPPY FEET wallpaper and a chance to win HAPPY FEET Midway video games, movie soundtracks and other HAPPY FEET merchandise.

Scale Delivered over 2.675mm impressions via concession products at 1,350 theatres across the U.S. and Canada plus additional impressions via ads and POS.

