

WB Mobile Digital Slides



To promote mobile game downloads for the 300 Mobile Game to the mobile phones of moviegoers to the movie 300

Solution: Placed digital slides before R-rated movies for a month around the release of 300, holding at #1 at the box office for 3 weeks

Media: :15 second Digital Slides placed on screen during the pre-introduced the game to moviegoers

Scale: Slides placed in 74 theatres in the Top 10 DMA's 894,000 impressions delivered

