

Sony Pictures Home Entertainment Shakes Up Mobile Video to Drive DVD Purchases & App Downloads for Hotel Transylvania



THE OBJECTIVES

- Reach parents and their children ages 6–11 years
- Convey film storyline & vibrant characters via an innovative, first of its kind mobile video ad campaign
- Drive DVD purchases on Amazon.com
- Encourage Electronic Sell-Through (EST) on iTunes
- Drive app downloads on iTunes for the Hotel Transylvania Monster Party App, where users can create their own monster, play a memory match game, explore the hotel & more

THE EXECUTION

- The ad was targeted to app content for parents & children ages 6–11
- Leveraged AdColony's Instant-Play™ HD video technology – where the videos launch without ever buffering – to convey the film's storyline
- Encouraged users to “help” the film's characters get to Hotel Transylvania by shaking the device to clear animated boulders blocking the road
- Showed clear calls-to-action in the dynamic end card to drive DVD purchase & app downloads

THE RESULTS



841,000

Completed
Video Ad Views



3,504

Hours of
Video Ads Watched



7.7%

“Shake Device”
Engagement Rate



8,900

Taps to Purchase DVD
or Download App

BRAND IMPACT

ENGAGEMENT