

Hunger Games

Social Media Strategy Analysis



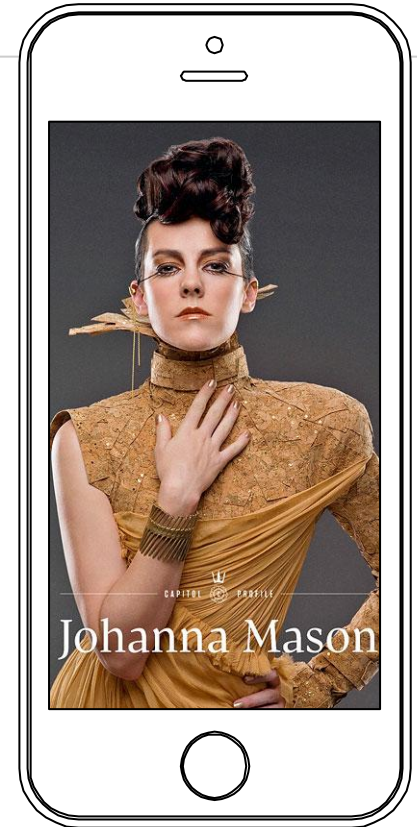
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Hunger Games Scenario

- Combination of traditional promotional techniques & transmedia storytelling
- Use of various social media channels to engage users and drive sales.

Was the Hunger Games social media campaign successful? How can it be improved?





Hypothesis

Hunger Games' brand storytelling was directed at core fans who were in turn more likely to recommend the movie to casual moviegoers.

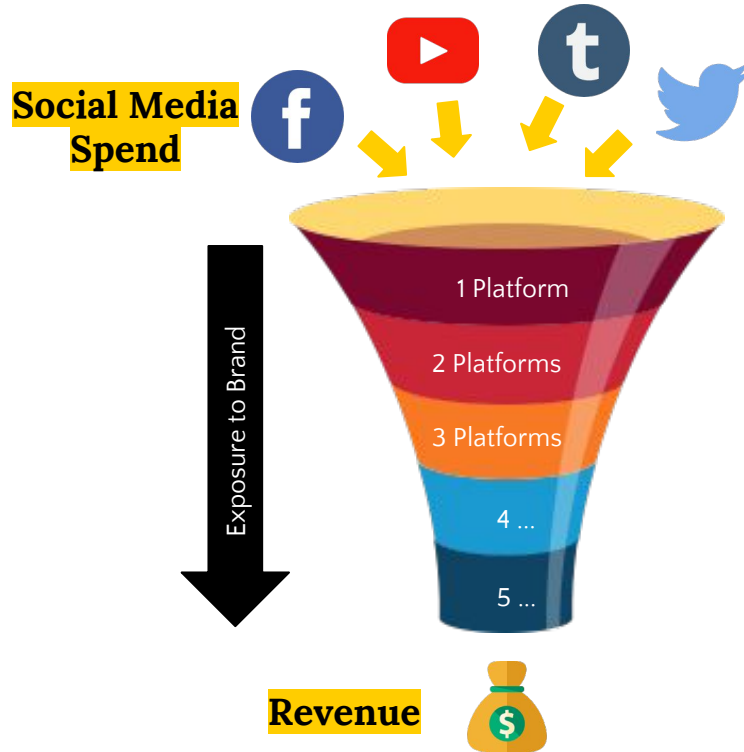


Strategic Factors Analysis Summary

Key Strategic Factors	Weight	Rating	Weight ed Score	S	I	L	Comments
Official Website Interactive Marketing (S1)	0.2	4	0.8	x			Interactive Marketing
Facebook, YouTube, Twitter (S2)	0.3	3.5	1.05			x	Increased excitement and fan engagement
Demographics favor transmedia storytelling (O)	0.2	3	0.6			x	One of the early adopters of transmedia storytelling trend
Direct sales from marketing (W)	0.2	2	0.4		x		Not a strong enough link
Streamlined Storyline (T)	0.1	1	0.1			x	Very disputed views
Total	1						



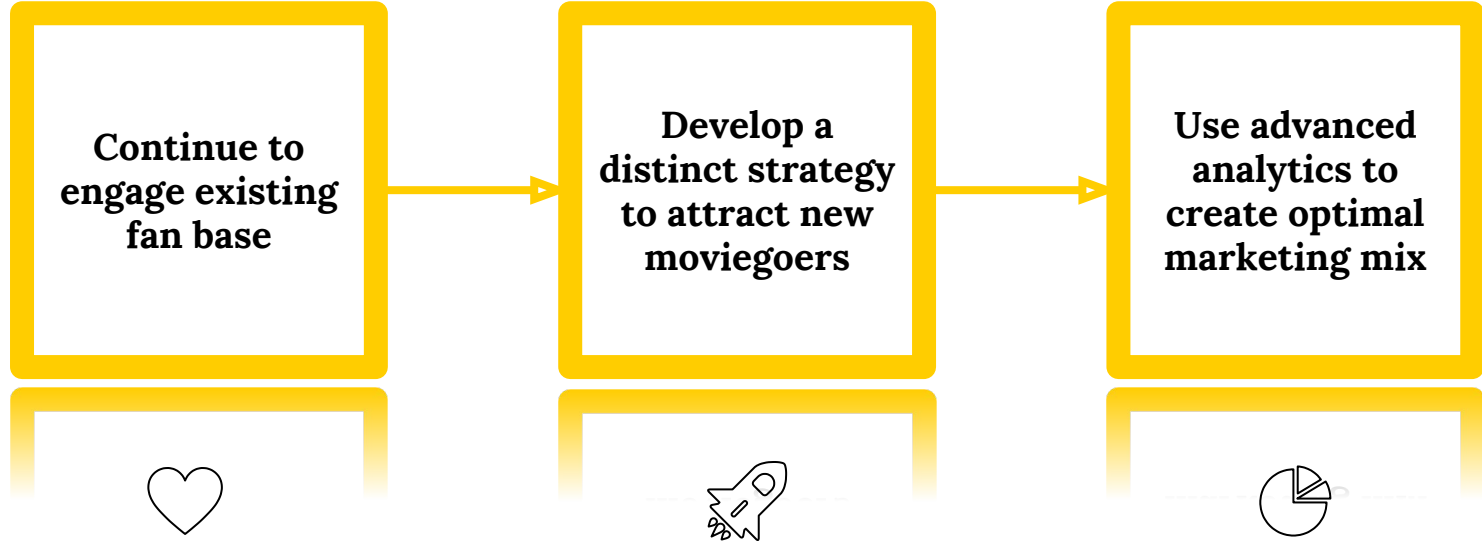
Quantitative Analysis

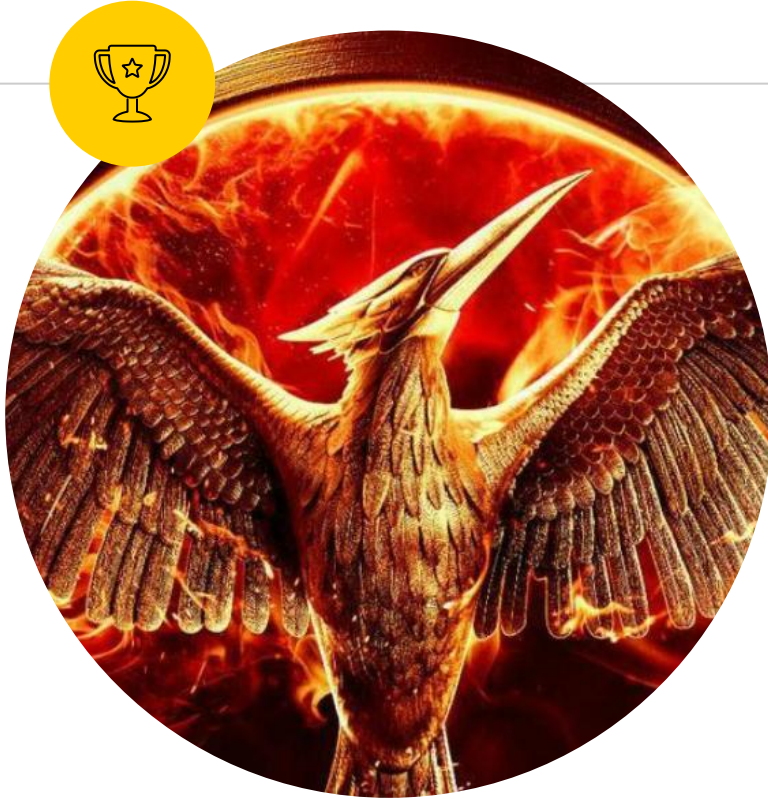


- Does brand storytelling maximize social media spend?
- Which platforms are the most effective?
- Loyalty for future movies



Recommendations





- **Marketing strategies should be focused on new viewers**
 - Target current influencers to vocalize the movie
- **Focus advertising on maximizing ticket sales**
 - I.e. advertising primarily on social media platforms that have the most potentially new consumer traffic



Thank you!

Any questions ?