

## CASE STUDY: SONY PICTURES

# Sony Pictures and the Seven Network



Launching a film version of The Da Vinci Code was always going to be a challenge - so when Seven presented an integrated campaign idea for the promotion of the film's Australian release, Sony Pictures grasped the opportunity to make an impact.

## Background

While Sony Pictures has been a long term client of the Seven Network, it historically had not been involved in such integration with the Network and some of its key properties.

## Challenges & Objectives

The biggest challenge in the movie business is getting audiences to see films as quickly as possible before the advertising momentum is lost and the next big movie is launched.

The second challenge was due to the book being such a huge success and therefore the skepticism surrounding the film - "it will never be as good as the book". While the primary role of PR focused on counteracting this negative press, the opportunities for advertising centred around reigniting the positives which were the audience's love of the intrigue, the discovery and the journey contained in the book.

The objectives were twofold: to make this cryptic clue loving audience aware of the launch date of the movie; and to reignite the audience's love of the book. The unique opportunities that Seven put forward to Sony had to have fast impact and engage with the target - focusing on intrigue, discovery and their love of a journey.

## The Solution

The Seven team developed and delivered an insightful campaign to Sony Pictures which involved a television program being modified, the station ID being manipulated and unique promotions being developed.

By focusing on three key elements - intrigue, discovery and the journey, Seven was reigniting the love consumers had for this type of story. The promotion not only relived The Da Vinci Code story on the TV screen, but directed audiences to exclusive movie previews as well as to a discovery-based promotion to win tickets to the movie. Seven's plan continued to meet the needs of the advertiser utilising not only a highly relevant but also a high-reaching combination of core properties: Lost, The Great Outdoors and The Amazing Race.

# CASE STUDY: SONY PICTURES

## The Solution (continued)

The network went one step further by integrating the Seven ID into The Da Vinci communication program, which does not happen regularly. They developed a spot of the Mona Lisa turning into the "Gottaloveit" ID. This was a unique use of company assets demonstrating true integration.

## Execution

The execution of this campaign clearly maintained the commitment to the central idea being 'intrigue', 'discovery' and the 'journey'.

On The Great Outdoors, Seven reignited the love of 'the journey' by dedicating a segment on the show to following the actual Da Vinci Code trail over a period of two weeks. Seven also took viewers on a journey when it came to entering the promotion for their chance to go on the real Da Vinci tour. They had to watch an exclusive film clip in the competition spot, and then go online to answer a question on The Great Outdoors website.

The popular Lost property was utilised to tap into the love of 'intrigue'. Seven developed and ran a trailer on Lost which pointed this intrigue-loving audience to Da Vinci Code sneak previews which were hosted on the Lost website.

Seven also developed and ran a 30 and 15-second spot in The Amazing Race, reigniting the love of 'discovery'. It involved Seven pointing this discovery-loving audience to a promotion where they could win one of 100 double passes to the film - via cryptic clues, of course.

Further value was added by the use of the Seven ID with the Mona Lisa image. Sunrise had a Da Vinci Code-themed week, with exclusive stories and interviews with cast, and Today Tonight also ran exclusive stories and behind-the-scenes features.

## Target Market

Sony Pictures' The Da Vinci Code carried a broad audience - People 16- 65. Seven delivered on this target audience not only by delivering the numbers with high reaching programs but also on the emotional touch points and messaging.

## Results

The film release of The Da Vinci Code has been an unprecedented success achieving the primary business, marketing and promotion objectives.

Box office takings were phenomenal with the opening weekend taking \$8.62 million. Sony Pictures Australia managing director, Ross Entwistle, says The Da Vinci Code became one of the biggest film launches in Sony's history, thanks in no small measure to the Seven Network.

"No question it's the best, most comprehensive network collaboration we've ever been involved in. Da Vinci has just become the second biggest film in Sony's history. The activity on Seven contributed to making that happen."

In regard to the promotional objectives, The Great Outdoors promotion received 167,000 entries. This was double the expected numbers for this type of promotion (i.e. game of chance with a question to answer). The promotion therefore exceeded the objective by over 100 per cent.

In regard to the marketing objectives, awareness levels set for the week prior to the film's launch were achieved and reached saturation point by the opening weekend.