



EFD - Semi Pro

Driving consideration through video content

Media objectives

Raise awareness for the movie release of 'Semi Pro' starring Will Ferrell

Stimulate box office numbers

Complement and enhance other media channels

The Blyk Solution

Members were sent an SMS asking if they would like to receive a preview clip of the film

- Sent straight to their handset via MMS

Delivered on a Thursday night to all members - the eve of the film's general release

- Capitalising on the frequency built in other media

- Focussing the cumulative effect of the overall media activity to a relevant moment

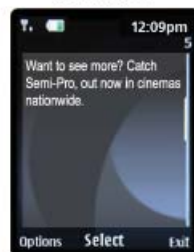
Total Response 44%



77%
Y >



Scroll down



Qualitative Responses

"Can you send me more trailers for films."

"Is it possible that you could send me First Sunday movie trailer?"

"Send me more clips?"

Results

44% of members responded

- Considerably higher than Blyk's average response of 29%
 - > Showing the effectiveness of offering valued entertaining video content
- 77% of respondents opted in to receiving the preview clip straight to their handset
 - > Strong positive response is a result of using Blyk to enhance the media mix

Insights

Deeper analysis highlighted Semi Pro's core audience

- 79% of positive respondents were cinema goers ...
- and home media and entertainment fans
 - > TV watchers 78%, video & DVD viewers 75%

In addition, Blyk received requests for more movie clips

- Further proof of the effectiveness of using entertaining video content
- Shows members' willingness to interact with Blyk