



A New and Innovative Movie Release Campaign Using Imperson's Conversational Character

Case Study



UNFRIENDED

MISSION

Attract and retain the young target audience of the movie Unfriended
Drive ticket sales of the newly released horror movie during the
movie release weekend

OBJECTIVES

Generate awareness and
create demand for the
newly released movie
among its target audience

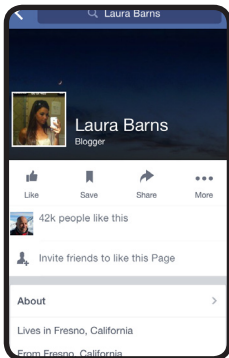
Extend the experience of
the movie, specifically its
horror qualities and the
use of social media and
chats, as in the movie

Establish Universal
Studios as an innovative
marketing pioneer to
complement its position as
a cinematography pioneer

SOLUTION

1

A conversational character was modeled with Universal Studios, based on the main character – Laura Barns

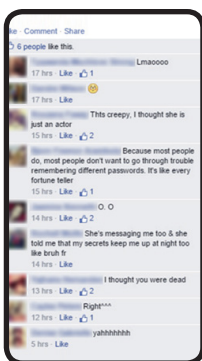
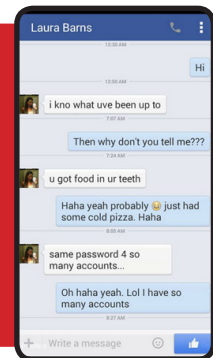


A Facebook page was set up in the name of Laura Barns and its messaging functionality was connected with imperson's conversation engine

2

3

Fans engaged in conversations with Laura on Facebook Messenger



Fans shared and posted comments about the experience, creating social buzz around the campaign

4

5

The campaign was closely monitored per the predefined goals and relevant analytics were gathered



RESULTS

Campaign active: April 10-26, 2015



More than half of the Facebook page fans engaged in a conversation with Laura



Average conversation span



23%

of users shared with their friends



61%

of chat users used positive keywords to describe the experience, such as "fun"

"The viral campaign seems to have won over younger film goers"

Inquisitr

RESULTS

The campaign was buzzing all over social media



[Redacted] This is scary.....

Like · Reply · April 25 at 5:15am



[Redacted] She sounds cool!!

Like · Reply · April 15 at 8:25pm



[Redacted] Guys stop. I just watched the movie...and now even more scared....

Like · Reply · April 12 at 13:09pm



[Redacted] She keeps saying I have "secrets"

Like · Reply · April 22 at 09:58am



[Redacted] IS THIS REAL

Like · Reply · April 18 at 11:23am



[Redacted] Wait so who is on Laura's account

Like · Reply · April 14 at 14:07pm



[Redacted] OMGosh help she just told me to look under my bed

Like · Reply · April 22 at 23:46pm



[Redacted] She just sent me a link and said I dare you!!! What should I do???

Like · Reply · April 17 at 14:21pm

IMPERSON



Engage your audience on a personal level.

Young audiences seek more authentic ways to communicate and they value personalized and entertaining experiences that adapt in real-time.

Imperson's technology platform enables publishers and brands to create and deploy authentic, conversational characters. These characters engage in personal, one-on-one conversations with the audience using text, voice, or video, just like chatting with a friend.

For more information:
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