

Film and Entertainment Studio

CASE STUDY

A leading film and entertainment studio aimed to create buzz around their newest movie release.

STRATEGY

The client partnered with Postmedia to create and execute a custom content program designed to increase awareness of their latest film. The campaign featured a contest which offered entrants the opportunity to win a private screening of the film, plus a \$1,000 pre-paid VISA gift card.

Campaign elements:

- Contest Package
- 1x Custom Content Article
- 100% Share of Voice (SOV)
- Touchpoints: Clickable Logo
- Social Amplification: Facebook, Twitter, Instagram
- In Feed Ad Units



RESULTS

The contest was a key driver of engagement, bringing in over 27,000 entries and 967 opt-ins. The campaign exceeded expectations across the board, with 15K page views and an impressive average time spent of 17:48, well above the 1:30 benchmark. It generated 719K impressions and 25K clicks, achieving a 4.31% CTR. Social media efforts stood out, with Facebook CTR reaching 8.88% (benchmark: 1%) and Instagram at 3.49% (benchmark: 0.50%), showcasing strong audience interaction across platforms.

15K

PAGE VIEWS

17:48

AVG TIME SPENT
Benchmark = 1:30

719K

SOCIAL IMPRESSIONS

25K

TOTAL CLICKS

4.31%

AVG CTR

8.88%

FACEBOOK CTR
Benchmark = 1.0%

3.49%

INSTAGRAM CTR
Benchmark = 0.50%

0.75%

X (TWITTER) CTR