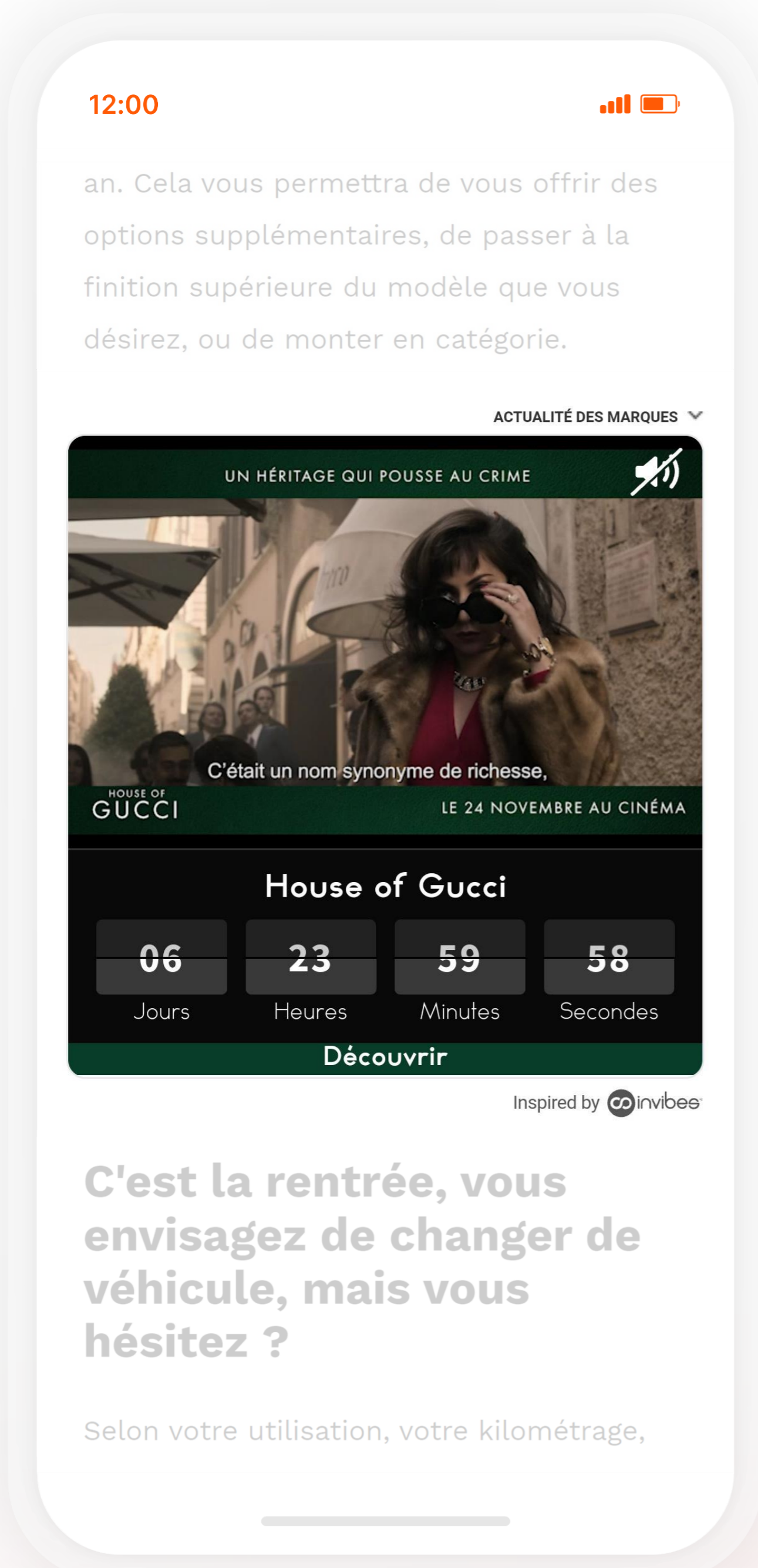


# KR Wavemaker and Invibes stage the release of the film House of Gucci for Universal Pictures

For this special event, three exclusive formats were deployed, including an unprecedented format conceived specifically for cinema.



## Context and Objectives

Towards the end of 2021, in a deeply competitive market, the imperative of distributors was to offer maximum accessibility for new film releases.

This is the context for which Universal Pictures called on the Invibes team and their experience in in-feed material.

In collaboration with KR Wavemaker, Invibes orchestrated a creative, dynamic, and engaging campaign to maximize the emergence of the film.

## An interactive and innovative campaign

To guarantee the success of the campaign, Invibes deployed 3 products:

- *Invibes Countdown*, to spark public interest up through the release of the film
- *Invibes Cinema*, a format 100% dedicated to the cinema industry to enhance film trailers
- *Invibes Reel*, to highlight the all-star casting of this blockbuster film





# Result: a campaign that overperformed!

By mobilizing all the resources of Invibes' media technology platform — Creative Lab, Campaign Manager, Delivery, and Data Analyst — Universal Pictures' objectives were both reached and surpassed.

- A completion rate of **up to 80%**
- A CTR greater than the observed benchmarks

## The keys to success: Innovation & Collaboration

**Innovation:** by activating the Creative Lab's latest product - Invibes Cinéma.

A format 100% dedicated to the industry of cinema, that prioritizes emergence and ad recall while also prioritizing the engagement of film lovers.

**Collaboration:** the fluidity and quality of the exchanges between KR Wavemaker and Invibes, including the selection of products, the orchestration of launches, and the choice of media websites all contributed to attaining the objectives.

Finally, the Invibes targeting technology, based on the data and algorithms of behavioral targeting, allowed the advertiser to address two types of targets:

### First priority:

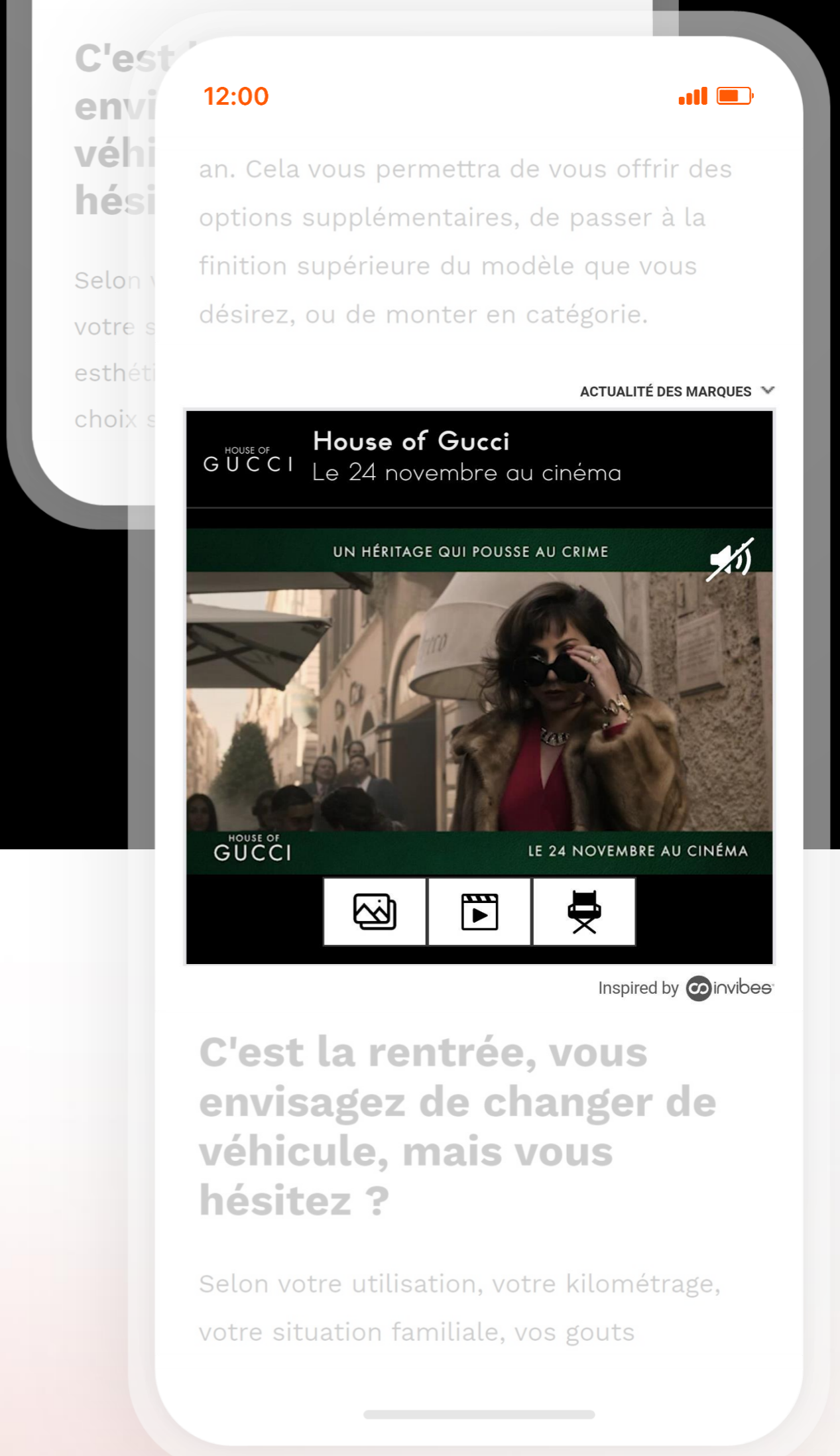
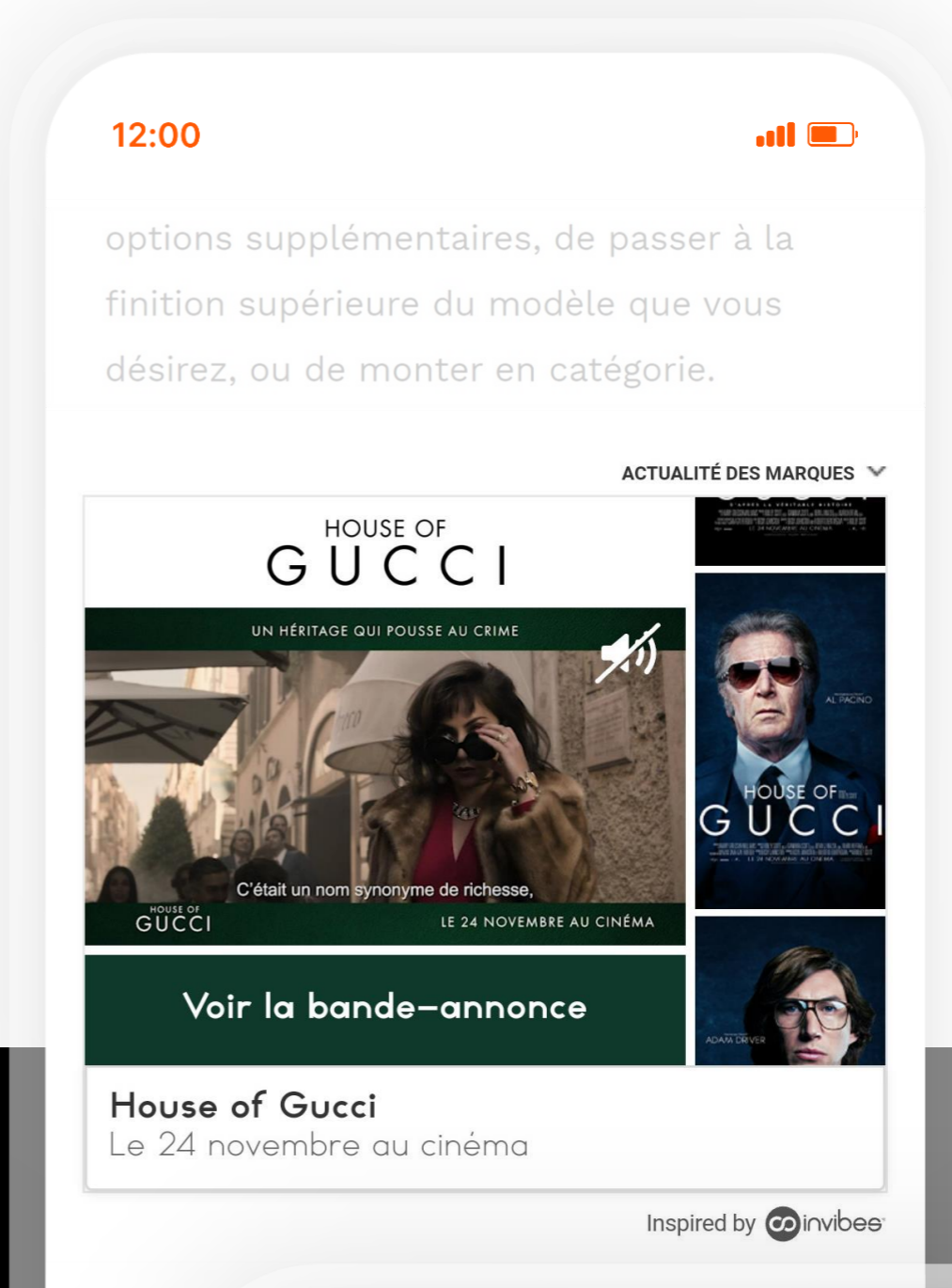
people having seen the trailer and retargeting comparable films

### Second priority:

thriller amateurs

fans of the cast

of the director



**in-feed your brand**