

Slumdog Millionaire



Campaign Info

Client:	Pathé
Campaign:	Slumdog Millionaire
Media Agency:	BLM Quantum
Creative Agency:	ThinkJam
Launch:	8 Dec 2008
Country:	UK
Target views:	112,000
Content:	Movie Trailer & Flash Game



The big winner of 2009 Oscar Show was Slumdog Millionaire, winning an astonishing eight wins out of the ten Academy Awards it was nominated for.

GoViral was involved in seeding of the of the most successful films of 2009 and offers some unique insights in the digital campaign behind the success.

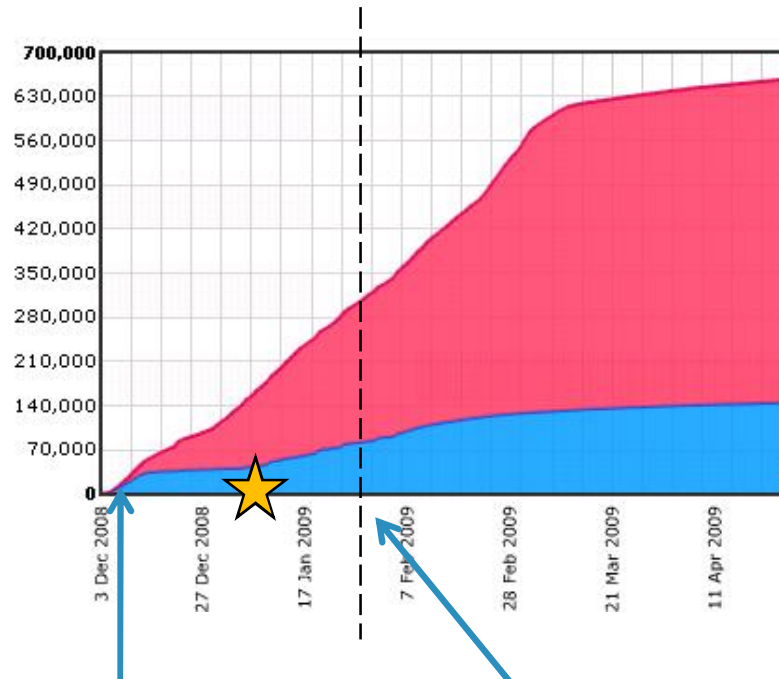


Global Success

Using both the Video and the Game, the campaign has attracted more than 600,000 views globally and delivered 130% of booked views in the target market.

After 4 months delivery, the campaign is still generating an average of 800 views a day

The trailer was launched 6 weeks prior the movie premiere in order to create buzz and awareness.



★ 9 Jan 2009: Official UK Release

Spill Over: US, Canada, India, Russia ...

UK Delivery



Release of short flash game four weeks later to gain extra momentum to the campaign and broaden the audience to reach gaming and “millionaire” quiz fans



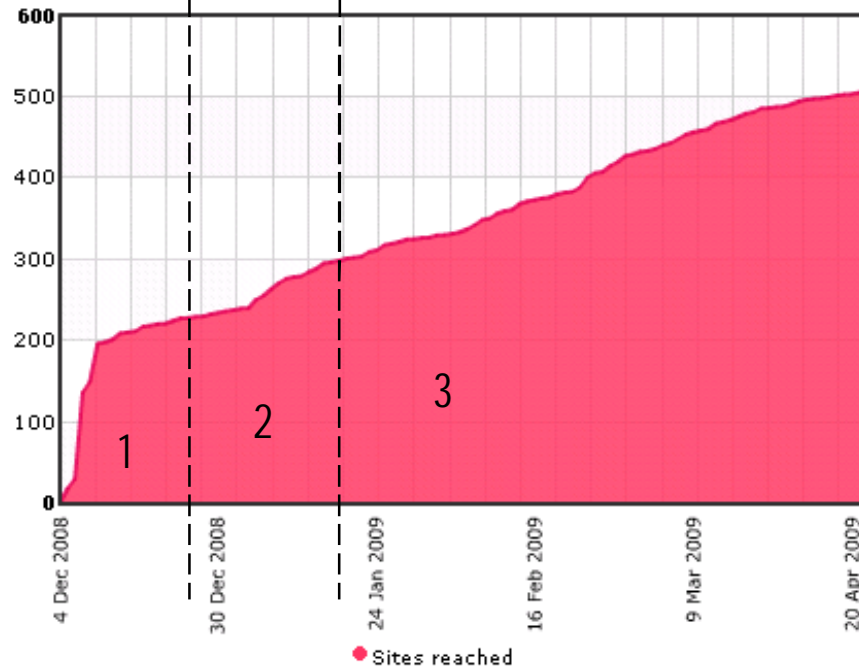
Seeding Activation

GoViral seeded the material in three phases in order to create awareness in different types of entertainment environments.

By the end of the material had spread to over 500 sites globally.

Phase 1:

Reaching blogs and communities with the trailer



Phase 3:

Featuring the content in entertainment destinations allowed to reach more people from the target group and find the content in mainstream environments



Phase 2:

Targeting online gaming sites with the flash game

