

## Transformers: The Last Knight

### Problem

How does Paramount Pictures capture the attention of potential movie-goers?

### Solution

By creating an innovative campaign that creates personalized messaging around the movie theme.

### Background

Paramount Pictures was launching Transformers: The Last Knight in the summer of 2017. The Paramount Pictures marketing team was presented with the Chevy Malibu, enhanced with Vehicle Recognition Technology (VRT), at the same time. The Transformers series was a legacy and the new film needed to reinforce its long-standing reputation. To do so, Paramount Pictures used a unique and modern marketing approach to break through the clutter of traditional advertising.

### Objective

The marketing team at Paramount Pictures worked with the advertiser to utilize VRT in a creative way. Both companies were involved in identifying specific vehicles that would fit well with Paramount's upcoming film. The VRT was vetted and tested thoroughly before the launch of the campaign to guarantee its success.

### Strategy

The advertiser launched a digital OOH campaign using VRT to promote Paramount Pictures' Transformers: The Last Knight. As a result of using VRT, the creative delivered personalized, contextually relevant messages based on the make and model of the oncoming car. Drivers cruising down the road would see a custom message displayed on the billboard like, "Attention. Your Honda Civic is an Autobot" or "Warning. Your Toyota Camry is a Decepticon," to highlight the film's heroes and villains. The billboards also took into account the speed of traffic by referencing traffic data. This calculated the precise moment and length of time to display each personalized message based on real time traffic flow. The artwork was designed to peak the interest of the marketplace and delight the Transformers fan-base with imagery and references from the hit series. The advertiser was able to generate excitement leading up to the film's release by creating a surprising one-on-one creative experience for each driver. This concept ran across seven markets that heavily represented the film's target demographics. Five to seven additional vehicles were selected in each market to broaden the campaign. The Paramount and Transformers teams enjoyed the use of this specialized technology, which was also used in the film.



## Plan Details

Markets: Philadelphia, Atlanta, Dallas, Chicago, Cincinnati, New York, Oklahoma City, Detroit

Flight Dates: May 29, 2017 - June 25, 2017

OOH Formats Used: Large customized digital billboards that responded to VRT

Target Audiences: Drivers, Transformers fans, and the specific vehicle types chosen for the campaign

Budget: \$500K - \$750K

## Results

The digital OOH creative ran a total of 75,000 times during the four-week campaign. The advertiser was able to trigger custom billboards for 71 percent of all relevant vehicles detected through the vehicle recognition software. An average of 2,700 personalized billboards were displayed across all eight markets in one day. The campaign and company logo was illustrated in eight major publications across the advertising industry. *AdAge* and *MediaPost* generated \$60,000 in valued press coverage. There were 7,740 social media mentions and shares across Facebook, Twitter, and LinkedIn.

## Testimonials

“Data-based technology is taking digital OOH to a new level. Using digital [inventory] and vehicle recognition technology, we are able to help Paramount Pictures deliver a personalized one-to-one message to Transformers fans. We expect this campaign to generate a lot of buzz for the movie, and we can’t wait to see how fans react.” - Ian Dallimore

## Audience Metrics

Target Audience Reach: 71 percent of vehicles chosen for the campaign