

## The Star

### Problem

How can Sony Pictures use OOH to help overcome the challenges of releasing the faith-based film, The Star?

### Solution

By focusing efforts on areas with a concentration of the specific demographic.



### Background

The Star was an animated tale of the birth of Jesus, as told by the animals accompanying Mary and Joseph to Bethlehem. One of the main challenges was releasing the film in early November. The movie hoped to carry through in theaters well into holiday season, but the general public typically does not welcome Christmas-themed ads prior to Thanksgiving. In addition, the strong faith-based themes make the target audience very narrow.

### Objective

The objective was to use OOH to reach church-goers in 24 markets. Market research for this film showed a particular interest from Hispanic and African American audiences, which meant that media should target markets that had a concentration of those demographics. And finally, while this is an animated film intended for children, market research indicated that kids did not have an interest in this story. With that said, church-going parents had a great interest in their children seeing it based on the topic (informative) and overall wholesome fare and based on these insights the OOH targeted parents/adults (vs children).

### Strategy

Starting with the overall market list for the film (developed based on genre and overall BDIs) we honed in on the 24 markets that would be a fit for OOH, focusing on strong box office markets with a high Christian composition. We then looked at African American and Hispanic composition of each strong Christian market and determined which demographic(s) would be targeted in each market. Some markets were strong in multiple target demographics so in these instances we looked to cover multiple targets. In addition to demographic targeting, reaching church-goers was key. We approached this in a couple different ways, by first targeting churches in neighborhoods with a strong demographic composition. Targeting the specific market demographics and near churches in those demographic hot-spot areas was next for us. Targeting mega churches (weekly attendance of +10K), When requesting bulletin locations, we added mega churches (weekly attendance of +10k) in each market as a target point-of-interest, looking to place a bulletin en-route to the church and within 5 miles. While the church targeting had the effect of limiting overall reach against certain demographics, it allowed us to engage with a more relevant segment of the market and demographic.

### Plan Details

Markets: 25 Market - with different demographics targets.

Flight Dates: November 2017 - December 2017

OOH Formats Used: Bulletins, Digitals Bulletins, 30 Sheets

Target Audience: A25-49

## Results

The Star opened at #6 with \$10 million and stayed in theaters for 13 weeks, through Thanksgiving, Christmas and New Years. Comparing to similar titles (Miracles From Heaven: \$14 million opening; Risen: \$12 million opening), and considering the even more targeted approach, The Star's opening was deemed a success. The film has grossed \$41MM domestically to date.

## Testimonials

"The audience for this film was much narrower than Sony's usual blockbuster fare. OOH was the perfect way to target church-goers of various demographic and were very pleased with the ability to hone in on the target using OOH data and metrics." Julie Manard, VP, Sony Pictures

