

Universal Pictures: Straight Outta Compton

Problem

How does a historically relevant but violent film attract an audience ranging from youth to adult?

Solution

Make a campaign that utilizes the eye-catching attention of large OOH to create anticipation for the opening of the film and drive viewers of all ages to theaters.

Background

While rapper, producer, and entrepreneur Dr. Dre is a well-known entity in our culture, American hip hop group N.W.A. and the history behind their rise to success is not as widely known amongst this generation's youth. Both stories had to be told in a biographical way, in order to create awareness to drive people to the box office for the opening of *Straight Outta Compton*.

Objective

From an OOH perspective, the team sought to provide scale for *Straight Outta Compton*, positioning it with blockbuster presence to create awareness to the target audience. Additionally, the team wanted to establish a strong relevance for the film in today's youth culture while still maintaining the street credit that was attractive to the generation that lived through N.W.A.'s rise in hip hop. Rated "R," *Straight Outta Compton* was predicted to be a controversial film due to the violent nature of the storyline. Universal, however, had high expectations and high box office goals, making it imperative to bring relevance to today's culture and youth with appeal and anticipation for the release of the film.

One of the best opportunities that the team saw from an OOH media perspective was this idea of "making it big" is ubiquitous – be it big money, cars, house, or the idea of overcoming the odds and rising above expectations. Similarly, it saw a great opportunity to focus on large, impactful OOH formats with the main characters' faces featuring in large-scale on the outdoor formats with hopes to grab attention of those passing by.

Strategy

The use of large, impactful OOH formats was a main focus when planning. The team strategically placed the large OOH formats in high traffic, highly-visible locations that would catch attention of the cast and industry people. Attention to the film first started locally and within the industry, which was a huge success in its own



and acknowledged by the client and filmmakers. As the attention grew nationally everyone began to share photos posted by the cast, further garnering earned exposure via social media channels.

The remainder of the OOH formats blanketed the market with large frequency formats and hand-selected bulletins to help turn the buzz into awareness. All of this resulted in a successful opening weekend, exceeding opening weekend box office goals, and opening in 1st place for the weekend.

Plan Details

Markets: LA, NY

Flight Dates: July 2015 - August 2015

OOH Formats Used: walls, Bulletins, Premiere Panels, Transit Shelters, Bus Kings, Subway 2 - sheets, Urban Panels

Target Audience: A18 - 49

Budget: OOH took about 8% of the overall budget for Straight Outta Compton. This is slightly higher of a percentage than the typical allocation of budget for most films and was due to the broad appeal and overlay of AA targeting that they wanted to ensure was all included. The combination of the two strategies added up quickly and tipped the budget slightly over the norm of about 6%. Additionally with AA targeted films, OOH media is a strong format for reaching that audience and therefore gains a bit higher percentage of the overall budget.

Results

The social media exposure grew exponentially while the cast continued to support the campaign. Straight Outta Compton's star O'Shea Jackson Jr. supported the film and the OOH activation specifically via exposure on The Jimmy Kimmel Show and The Today Show. Chatter on social media channels was a huge influence on the current youth audience, extending the OOH campaign into a digital platform, further providing legs for our campaign. Overall, these elements joined with the remainder of the media mix to create a great deal of awareness and anticipation for the release of Straight Outta Compton. The film ranked 1st place opening weekend box office, earning \$60.2MM domestic, and a 2015 Academy Award nomination. Lastly, it was ranked among the top 10 best opening weekend Rated "R" films.

Additional Information

There were a lot of cautious conversations regarding the violent nature of the film and how the markets would receive it. At the end of the campaign, Universal and the filmmakers were extremely pleased with the OOH campaign and shared in that excitement with the filmmakers and cast. The appreciation was mostly communicated verbally but this film is now used as a great benchmark and guide for future AA targeting films due to the success it received.

