

## Superfly

### Problem

How can Sony Pictures stir the urban culture to ignite buzz for the recreated film “Superfly?”

### Solution

By using hand-painted murals to give an authentic feel to the campaign.

### Background

The new “Superfly” movie was a modern re-imagining of the classic “Super Fly” from 1972. The 1972 version of the film is beloved by film critics and music lovers alike for perfectly capturing a moment in time. Great care had to be taken with the new film to maintain the authenticity and “Superfly” feel in the modern age.

### Objective

Use OOH to deliver an authentic feel and drive social buzz.

### Strategy

Market research insights into the core audience for this film (Adults 18-49, young male skew) indicated that we needed to tap into Urban Street Culture. In terms of OOH we focused in on hand-painted murals to deliver the creative message with an authentic feel. To increase the authenticity and opportunity for social buzz we commissioned original “Superfly inspired” mural art from eight known street artists (Mr. Cartoon, Enk One, CRE8, TOTEM, MAST, Daze, Awe2, DoubleYoo). To extend the buzz online we created a video highlighting each mural, which five of the eight artists participated in interviews to talk about how Superfly has inspired them. The video was shared out on social networks by Sony and talent from the film.

### Plan Details

Markets: Los Angeles, New York, Atlanta

Flight Dates: May 2018 - June 2018

OOH Formats Used: Handpainted Wallscapes

Target Audience: Adults 18-49, young skew

### Results

The campaign was a success! The handpaint video drove buzz with 1.5MM views, 5.4K likes, 1.1K shares and 360 comments to date. The handpaint drove conversation about the film to approximately 53 percent positive with fans calling the movie “dope” and relatable. In addition, the mural itself was very well received by the audience, with positive organic conversation; fans called the mural “pretty fly” and enjoyed Trevor Jackson’s painted image.



## Testimonials

“For Superfly, one of the main challenges was to communicate with an authentic voice. We were thrilled to activate an OOH campaign authentic to Urban Street Culture and loved the positive feedback that came from sharing the mural-painting video digitally.” Julie Manard, VP Media, Sony Pictures

