

**Customer**

Film production company

**Industry**

Entertainment

**OBJECTIVE**

A large film production company needed to quickly and cost-effectively create social buzz and boost consumer engagement just before the launch of a movie.

**SOLUTION**

Reve Marketing developed a fun quiz for the movie’s website that engaged consumers with content based on the movie. Participants took a trivia quiz that revealed which main movie characters they were most like.

- Targeted consumers already interested in seeing the movie; participants were 93% female and young.
- Participants could share their quiz results via Facebook, Twitter, email or a link.
- Program was hosted on a vanity URL.
- Fully mobile-responsive design ensured it took less than 2 minutes to complete quiz.
- Promoted quiz on Facebook and official movie website.

**RESULTS**

