

Programmatic showcase

The LEGO MOVIE 2

Campaign objective

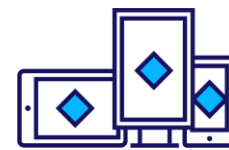
Warner Brothers' objective was to promote the release of their new film, Lego Movie 2.

They wanted to target families ahead of the release date.



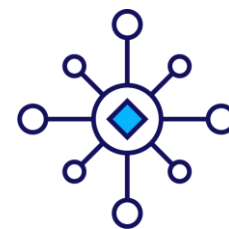
Target audience

Mobile defined audience (via Adsquare) of women, aged 25+ with children



Campaign specification

Static & motion creative



Inventory

National campaign targeting rail, street furniture and mall inventory



Campaign outcomes

Campaign exposure drove

5% uplift

In footfall against a sample of 1M+ exposed devices

There were over

74,000

Incremental visits to watch the movie

Audience coverage was

>70%

Against target audience