



Case study movie

„Transsiberian“

Universum Film GmbH

Case study movie: Transsiberian

Theatrical release: Dec. 11th 2008

Campaign period: Oct 15th 2008 - Dec. 19th 2008



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Goal: introducing the movie to a wide, male and female internet audience; fans of action movies and fans of director Brad Anderson

Measures: online-co-operation with MySpace.com, online-PR and social media marketing campaign

Results: via online-pr over 150 generated editorials on general interest websites, entertainment- and special interest movies websites

major co-operation with homepage-teaser on myspace.com/GrossesKino

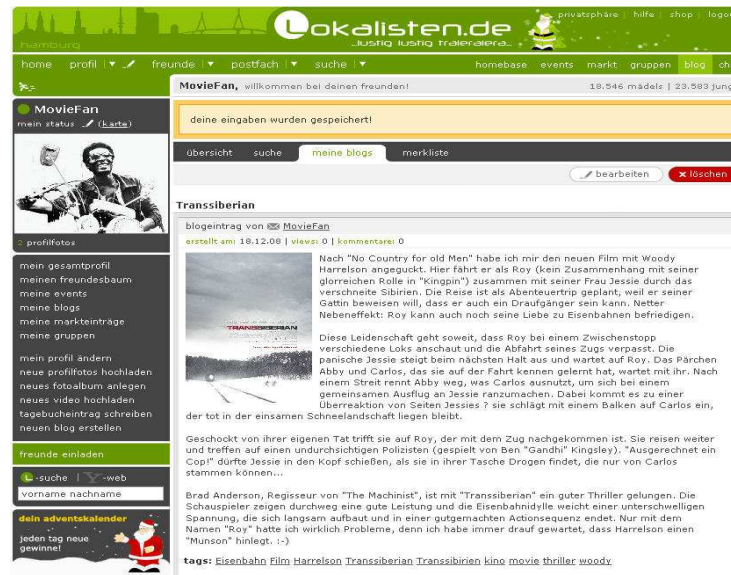
movie tip plus raffle on 4-seasons.tv, the website of the leading German outdoor specialist Globetrotter

approx 25.000 verifiable 1:1 contacts on the social web

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homepage-teaser
on myspace.com



blog entry on Lokalisten.de



movie tip plus raffle on website of the outdoor specialist Globetrotter



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