

Sony Ericsson

cinemarketing activity

Sony Ericsson and Three ran an innovative foyer promotion turning the opening weekend of Spider-Man 3 into a memorable occasion for hundreds of moviegoers.

The integrated cinema campaign effectively demonstrated the capabilities of the Sony Ericsson camera phone in key cinema locations.



Objectives:

To raise awareness and enable potential customers to experience first hand the capabilities of the Sony Ericsson handsets.

Promotional Activity:



A backdrop scene with Spider-man in action provided the setting for the promotion. Moviegoers queued to have their photo taken next to Spider-man, putting them in the midst of the action, hanging onto a web next to webslinger.



The photos were processed and presented in a branded Sony Ericsson Three presentation wallet for collection after the movie.

The promotional staff on site also gave out information cards driving potential customers to a competition on the Sony Ericsson website with the opportunity to win prizes of the latest handsets.

Results:

The activity proved hugely popular, adding to the fun and enjoyment of the movie visit and brought the on-screen brand campaign to life. The take home photo provided moviegoers with a lasting souvenir of Spider-man 3 courtesy of Sony Ericsson and Three.

The in-foyer activity was produced and managed by Iris Sydney and supported by an extensive on-screen campaign in key cinemas throughout Australia.



sonyericsson.com/spiderman3