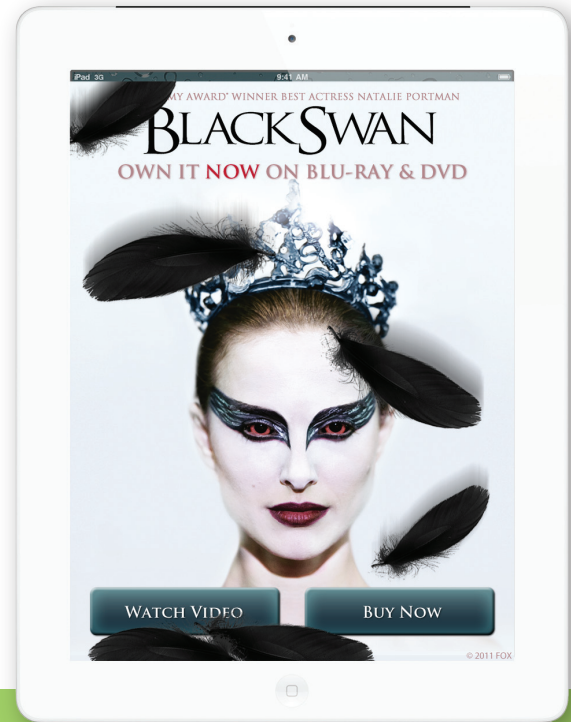


Fox Home Entertainment Delivers an Engaging Mobile Performance with Innovative Black Swan Campaign

GOAL

Drive awareness around the Blu-Ray and DVD release of Black Swan with a never before executed rich media campaign.



SUMMARY

- **Rich Media:** Fox Home Entertainment turned to the Millennial Media creative team to build their first ever animated mobile ad unit. The final creative was the first of its kind, and featured eye-catching black feathers artistically floating across the mobile screen in a manner reflective of the film. The ad unit was optimized for both mobile phones and tablet devices.
- **Consumer Engagement:** After viewing the feathers, consumers had the option to watch a Black Swan video or purchase the Blu-Ray or DVD video directly from their mobile device.
- **Custom Targeting:** Fox Home Entertainment worked with Millennial Media to reach their core audience of females, primarily in the 18-24 age group. The campaign ran on a targeted site list, and utilized site takeovers on popular entertainment/gossip outlets.

RESULTS

- Strong consumer engagement in terms of both video views and m-commerce purchases.
- Favorable reaction to the “falling feathers”, with the majority of consumers exhibiting above average interaction time with the ad unit.