



Global film production and distribution

AdMoment

The leader in mobile advertising on the Russian market

WDSSPR Briefing

WDSSPR released a new movie 'After Earth'

- **Aim:** Promote release of movie in theaters with trailer views on YouTube
- **Period:** May/June 2013

AdMoment Solution

A banner ad campaign lead the user to the official mobile Sony Pictures website with movie description and the option to watch the trailer. The target group of this campaign was identified through the test campaign and its results were optimized, so the final campaign could reach the best possible result.

- **Average CTR:** 1,16%

