

OBJECTIVE



Promote Steven Spielberg's movie A.I. by driving awareness without overt promotional tactics, preserving the mystery and secrecy about the movie plot. Building and reinforcing brand loyalty was an integral part of the overall strategy.

SOLUTION



The Core 12 team designed and created a user experience, incorporating over 30 unique websites in one of the largest on-line mysteries ever created. Viral marketing was a key focus, utilizing distinctive promotional strategies to accomplish the goals at hand. The resulting impact was regarded by the media as incredibly engaging, bringing the entertainment industry to new heights. The promotion was recognized with many awards including ADWEEK's Viral Campaign of the Year.

Summary Results:

- 1M unique users in 10 weeks
- 100M hits
- **25% of participants spent 30+ minutes per visit**
- 13% of participants said campaign was sole reason they went to movie
- Continuity: Participants re-created the online world which they continue to maintain and discuss on their dedicated websites and message boards



• NETWORK OF WEBSITES