



Right message, right medium, right audience: Paramount Vantage uses video ads to open *An Inconvenient Truth*

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Paramount Vantage
VP of Interactive Marketing

GOOGLE VIDEO ADS

Video is one of the four ad formats (Flash, text, image are the others) supported by the Google content network. Video ads are user-initiated – requiring the user to hit play before the ads begin to play. Advertisers can run video ads on either a CPC or CPM basis across the content network.

Paramount Vantage, the specialty film division of Viacom, used video ads on the Google Network of content sites for the launch of *An Inconvenient Truth*, the documentary film from former Vice President Al Gore. The 100-minute film illustrates the damage global warming has caused and communicates the need to reverse its effects.

Through the use of video ads, Paramount Vantage was able to run a targeted online campaign that complemented its offline marketing efforts and drove viewers to the box office.

Marketing objectives

- Build awareness of the film
- Drive viewers to the theaters, particularly on opening weekend

Online objectives

- Complement overall marketing strategy with awareness-building
- Reach specific audience segments who:
 - love independent film
 - are politically conscious
 - are environmentally conscious

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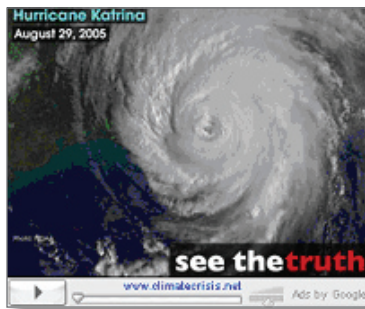
Approach

Using site targeting (a feature of AdWords that enables advertisers to select sites from the Google Network on which to advertise), the Paramount Vantage team developed three campaigns that reached three audience segments: independent film lovers, the politically-conscious and the environmentally-conscious. In total, the studio was able to select hundreds of different sites encompassing these segments.

Paramount Vantage chose to run video ads as the main creative format to leverage the movie trailer, which the studio believed to be their strongest creative asset. They hoped to get the influencers within the targeted segments to respond to the trailer by seeing the film early and creating positive buzz.

CAMPAIGN DATA

Total pageviews: 23,765,483
 Unique users (reach): 4,477,086
 Frequency (Avg. Views/Unique User): 5
 Cost/Play: \$.25
 Cost/Unique: \$.01
 CPM: \$2.15



ABOUT GOOGLE CONTENT NETWORK

The Google Network of content sites is the largest advertising network on the web, reaching 69% of all Internet users. Content targeting puts your ad on relevant pages across the thousands of sites in the Network.

For more information visit:
<http://adwords.google.com/afc.html>.

According to Andrew Lin, Paramount Vantage's VP of Interactive Marketing, Google's targeted video ads provided many benefits over other forms of on- and offline media:

- **Scale-based buy.** "It would be impossible to contract with all the sites [we wanted] for ad placement. Through one buy with Google, we were able to be everywhere we wanted to be."
- **Relevance.** "What better way to reach these target segments?" Lin asks. "I could not ask for better placement. We were able to choose where the video trailer played, and it was on sites that were highly relevant to our target audiences." He also believes that "Pull marketing – getting people to click to play relevant content – is much more effective than push marketing or auto-play ads."
- **Cost effective.** "Targeted video ads performed better than untargeted homepage placements," states Lin. "Site targeting was more cost-effective than advertising on bigger sites and portals for a much, much lower cost," states Lin.

"Consumers want choice," Lin concludes. "Prior to this product, there was no way to reach a targeted audience on this scale with video ads."

Results

The impact of Paramount Vantage's marketing campaign exceeded the team's goals:

- Exit surveys showed that of opening weekend attendees, 33 percent heard about the movie online.
- The movie broke the all-time per screen record for any documentary movie in history, and broke the all-time per-screen record for any movie opening on Memorial Day weekend.
- It grossed 30 to 50 percent higher per screen than the average film.

