

Creating Movie Buzz

Postmedia drives engagement for national film release

OVERVIEW

A leading film and entertainment studio wanted to generate excitement for their newest release and build strong audience engagement ahead of launch. To bring this to life, the client partnered with Postmedia to design a custom content program anchored by a contest offering fans a private screening and a \$1,000 pre-paid VISA gift card.

APPROACH

The campaign combined a custom content article with 100% share of voice, clickable logo placements, and in-feed ad units. Social amplification across Facebook, Instagram, and Twitter expanded the reach and drove traffic to the contest hub. This multifaceted approach ensured the film was positioned prominently across Postmedia's trusted platforms while connecting with audiences where they spend their time online.

CONCLUSION

The contest became a powerful engagement driver, attracting over 27,000 entries and 967 opt-ins. The campaign achieved 15,000 page views with an average time spent of 17:48 — more than ten times the industry benchmark. It delivered 719,000 impressions and 25,000 clicks, resulting in a 4.31% CTR. Social amplification performed exceptionally well, with Facebook CTR at 8.88% and Instagram CTR at 3.49%, far exceeding benchmarks and demonstrating strong audience interest.

27K+

CONTEST ENTRIES

17:48 min

AVG TIME SPENT
1:30 min benchmark*

8.88%

FACEBOOK CTR
1% benchmark*

*Benchmarks are industry averages.

