



PLAYABLE AD FOR AUDIENCE ENGAGEMENT

BAYWATCH: RULES OF THE BAY

FORMAT

Playable Ad

PLACEMENT

Mobile apps and websites that over-index for Millennial moviegoers

SUMMARY

Media and entertainment brands are always looking for innovative ways to generate brand awareness and promote their newest projects and products. When Paramount Pictures International and its agency MEC sought to target and engage Millennial moviegoers in advance of its new *Baywatch* summer 2017 release, they chose Phunware to create an interactive promotion strategy.

The *Baywatch: Rules of the Bay* Playable Ad offered a chance to generate high levels of engagement and monetization without invasive tactics. A mini-game designed to re-emphasize the *Baywatch* brand, *Baywatch: Rules of the Bay* reflects the industry shift to dynamic, user-focused campaigns.

CHALLENGE

As users have become more resistant to invasive advertising, brands must seek new formats users will welcome and enjoy. At the same time, app publishers want to monetize with major brands that align with their user profile.



SOLUTION

Because playable ads give users something they value (entertainment) in exchange for their time, consumers are embracing them worldwide. *Baywatch: Rules of the Bay* offered a fun and unmistakably branded mobile experience that was truly international in appeal, making it an ideal way to promote Paramount's new *Baywatch* movie to global Millennial moviegoers.

In this miniature driving game, users operate an ATV on the beach to collect lifeguard rescue cans and avoid surfboards, umbrellas, towels and rocks. Upon completion of the game, the user is greeted with the highly recognizable and globally known "Welcome to Baywatch" phrase, as spoken by Dwayne "The Rock" Johnson's character in the film. From there, the user has the opportunity to share gameplay success across select social channels.

Overall, the campaign generated 4.9M impressions and 29.2K engagements (0.59% engagement rate). Social sharing options drove even more brand awareness for *Baywatch*. The campaign also garnered 8K total replays and 1.2K total trailer views while averaging a dwell time of 4:13.

CAMPAIGN RESULTS

- 29.2K engagements (>50% engagement rate)
- 4.9M impressions
- 8K total replays
- 1.2K total trailer views
- Average dwell time 4:13



GET STARTED TODAY!

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