



Research reveals the power of Avatar's multi-screen advertising

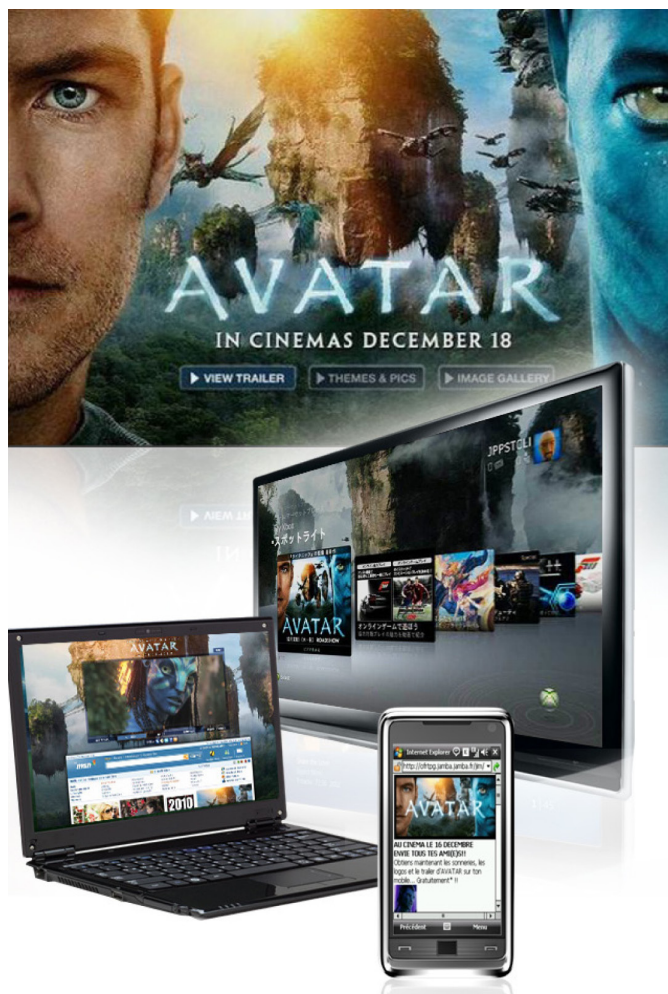


The science-fiction movie Avatar made history as the highest-grossing film ever, debuting first place on the big screen with \$77.3 million in ticket sales on its opening weekend. But before Avatar became a multibillion dollar worldwide phenomenon, the paradigm-changing 3-D film faced the same critical challenge as most other movies —generating enough buzz to pack theaters.

With an untraditional film to market to the movie-going masses, 20th Century Fox International knew it needed an innovative approach to digital advertising. Instead of relying on online advertising alone to reach digital consumers, Fox International partnered with Microsoft Advertising to launch a multi-screen campaign that would reach diverse UK audiences and engage those viewers where they lived, worked and played.

Avatar prepares for big screen debut with multi-screen campaign

Microsoft Advertising and 20th Century Fox International launched the largest multi-screen campaign ever—across PC, mobile, and television screens—for Avatar. On the PC screen, the campaign included a custom-built MSN homepage glider ad and an Avatar-specific Windows 7 Theme—a sponsorship opportunity that offers engagement beyond the desktop with web-connected gadgets, backgrounds, and audio. On the mobile screen, the campaign leveraged MSN Mobile roadblocks. And on the TV screen, Xbox Live gamers saw interactive Avatar banners that linked to the movie trailer, an exclusive movie clip, and exclusive downloadable content.

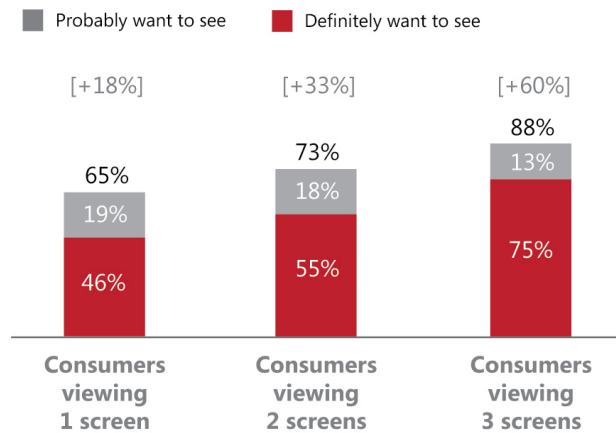


Multi-screen campaign outperforms single-screen ads

The multi-screen campaign yielded strong results for Avatar, helping lead viewers to the box office on opening weekend and contributing to the history-making success of the sci-fi drama. Consumers who saw Avatar campaigns on all three screens (versus only one or two screens) posted the highest ad metrics of any audience tested. Eighty percent of consumers who saw the Avatar ads on Microsoft properties across all three screens said they “had heard a lot about the movie” and 75% said they “definitely wanted to see the film.”

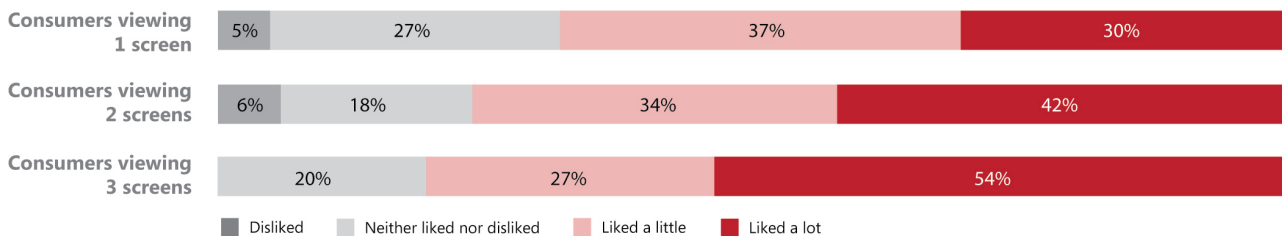
The campaign drove strong agreement on nearly every brand attribute tested. Consumers who were exposed to the ads across multiple screens were much more likely to agree that Avatar was a high-quality and unique film. Those who recalled the Avatar ads felt progressively better about the ads and were able to recall them more easily as they were exposed to more screens.

Brand interest: The more screens across which consumers viewed the campaign, the more they wanted to see *Avatar*.*



* Data reflect consumers viewing *Avatar* ads on Microsoft properties across 1-3 screens.

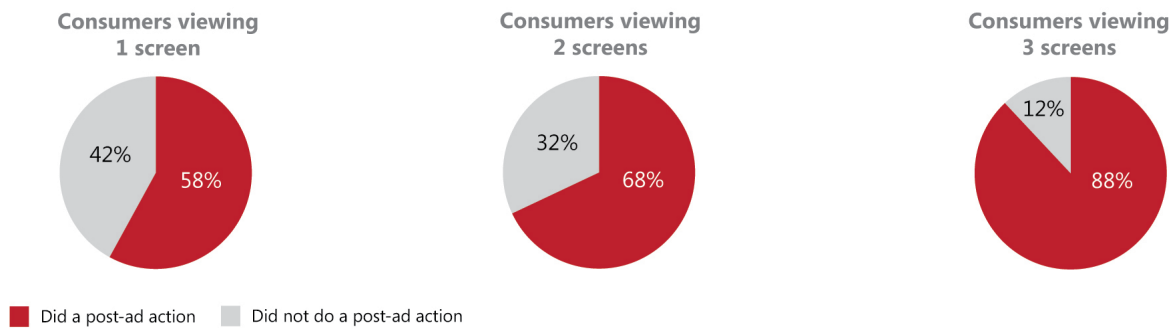
Avatar ad likeability: The more screens on which consumers viewed the campaign, the more they liked it.*



* Data reflect consumers viewing *Avatar* ads on Microsoft properties across 1-3 screens.

Consumers who were exposed to more screens were more excited about Avatar and more likely to indicate that they intended to see the film. Nearly 60% of consumers who saw ads on Microsoft properties across all three screens were “much more excited” about seeing Avatar, compared to 23% who were exposed to ads on two screens and 17% of consumers who saw the ads on only one screen. Similarly, 54% of consumers who saw Avatar ads on all three screens said they were likely to see the film compared to 28% who saw the ads on two screens and 22% who saw the ad on a single channel.

Post-ad actions: Those who saw ads on more screens were progressively more likely to engage with the *Avatar* brand.*



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The *Avatar* campaign on Microsoft properties across three screens reveals a valuable opportunity for advertisers: using multiple channels to deliver the advertising campaign drives a greater impact than using a single channel. Consumers who saw advertising across all three screens were nearly three times as likely to go see *Avatar* as those who only saw one channel, and nearly half of consumers who saw all three ads went to see *Avatar* in theaters, helping to make the film a global success.

Avatar is now available on DVD and Blu-ray.

About Microsoft Advertising

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