

Universal Pictures' Despicable Me 3

Problem

How does Universal Pictures successfully promote the third movie in its Despicable Me series?

Solution

By incorporating its beloved, eye-catching minions as part of taxi top embellishments and other OOH formats.

Background

With a crowded marketplace promoting summer movie releases, the company had to go over the top. It made an eye-catching statement with a first-of-its-kind activation in New York City (NYC) to promote the launch of Universal Pictures' Despicable Me 3 on June 30th. The iconic yellow minions and NYC yellow taxi tops had synergy, and the company couldn't resist capitalizing on the opportunity. Historically, NYC had restricted any sort of 3D buildouts on top of taxi tops. Planning the campaign required a lot of leg work to overcome that challenge and an uncertain future.

Objective

Despicable Me had been a successful franchise for Universal Pictures, featuring the lovable characters the Minions. The Minions were loved by people of all ages and demographics, therefore, Universal wanted the Minions and Despicable Me 3 film to appear everywhere in NYC to promote the release. While the media plan was also vast in Los Angeles, Chicago, and San Francisco, the 3D taxi tops were a unique element that literally followed New Yorkers around the city.

Strategy

All summer, New Yorkers saw their favorite overall-wearing, Chiquita banana loving Minions in 3D atop the city's world-famous yellow taxis. Starting June 5th, 600 3D-Minion taxi toppers buzzed around the city, marking the first time the rules allowed that OOH format. The Minions invaded NYC like they did pop culture, ultimately getting closer to their goal of world domination. In addition, 600 standard Minion-themed taxi tops were rolled out so people could say "Bello" and "Poopaye" to Stuart, Kevin, Bob, and the rest of the gang as they passed by. Universal Pictures claimed the audience would be influenced by the Minions and would find themselves singing "ba-ba-ba-ba-nana" in their heads on their way to work. Although this 3D taxi promotion was exclusive to the Big Apple, additional OOH featuring the Minion characters and Gru was introduced in other major US cities.

Plan Details

Markets: New York City, Los Angeles, Chicago, and San Francisco

Flight Dates: June 5 - July 2, 2017

OOH Formats Used: 3D taxi tops (exclusive to NYC), wallscapes, bulletins, premiere panels, transit shelters, fully wrapped buses, double deckers, 2-sheets, digital newsstands, kiosks, bus benches

Target Audiences: Everyone ages 3 and up



Results

The campaign garnered over 1.4 million consumer media impressions from being [featured in Mediapost](#).

Testimonials

The *Daily DOOH* said: “It is one of the boldest executions we’ve ever seen on a taxi top.”

