

## Open Road Films: Before I Fall

### Problem

How does Open Road build anticipation surrounding its Before I Fall release?

### Solution

By identifying a target audience and creating an OOH campaign focused on key locations to reach this audience.

### Background

Open Road was an acquisition and distribution film studio launched by AMC Theaters and Regal Entertainment Group. Its new release, Before I Fall, was based on a popular young adult novel. The company's challenge was to reach teenage girls and high school students in the top 15 markets. The creative team was tasked with establishing a storyline on various formats within the mall environment and was under pressure because the production timeline was running out. To complicate this issue further, several of the selected formats were not familiar to Open Road and they struggled with the various substrates and sizes.

### Objective

The primary objective of the OOH program was to build anticipation and excitement surrounding the Before I Fall release among the desired audience in the top 15 markets. This consisted of females age 12 to 18 and a secondary goal of reaching females age 18 to 34. In Los Angeles, target areas also included the Open Road offices, the Westside, Hollywood, and competitive film studios. Focusing placements within these specific areas and near high schools or malls was far more important than choosing sites with impressive ratings or major expressways nearby.

### Strategy

Maps were developed indicating the locations of high schools and major malls in the target markets. A proprietary inventory tool was then utilized to identify the media companies and key locations to investigate. Dynamic, static, and digital bulletins were locked in for the desired flight dates. Telmar ran confirmed delivery and a few adjustments were made to even the weight levels in each market. Selected malls were chosen based on teenage-influencing retailers and each store's proximity to surrounding high schools. Malls with theaters were also an effective promotional environment. Finally, impactful media formats were chosen in each mall to maximize exposure in high traffic areas.



## Plan Details

**Markets:** New York, Los Angeles, Chicago, Dallas, San Francisco, DC, Atlanta, Phoenix, Houston, Detroit, Tampa, Seattle, and Minnesota

**Flight Dates:** February 6 - March 5, 2017

**OOH Formats Used:** Bulletins, backlights, large format digital, adspace, sky banners, ele wraps, and standees

**Additional Formats:** TV and digital

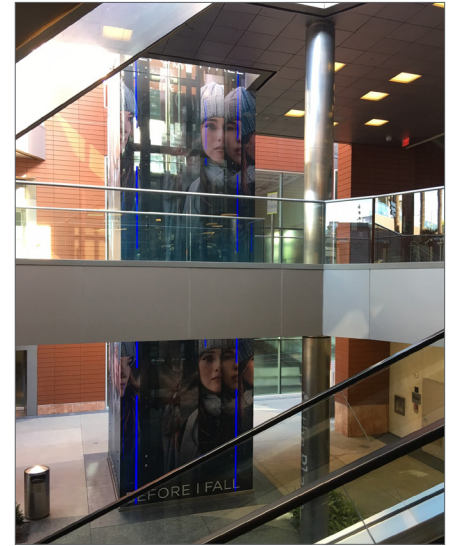
**Target Audiences:** Females 12 to 18; females 18 to 34

**Budget:** \$2.3 million



## Results

In spite of extremely late creative uploads, the agency was able to work closely with the printer and mall companies to deliver materials by the posting date. It then pushed hard with daily check-ins to ensure that the copy was installed within the five-day posting window. Participating OOH media operators reported positive comments and many posted the OOH on Instagram and Twitter. The movie's talent, along with the studio-posted photos of the bulletins and mall creative, was used to spread the word. Social media acted as an influencer by retweeting comments and campaign photos. Open Road was extremely pleased with the campaign and continues to explore the new formats introduced for Before I Fall. Strong negotiations for both media and production brought the final budget in far below the original numbers.



## Testimonials

Before I Fall actors Zoey Deutch and Kian Lawley were nominated for the Teen Choice Awards. The OOH ads were retweeted by the target to cheer on the film in advance of the awards.

## Additional Information

[Full Spreadsheet of Audience Metrics](#)

## Audience Metrics

Target Audience TRPs: 43,371,286

Target Audience Reach and Frequency:

| 4-Week F18-34 Delivery |            |                |                        |          |                       |
|------------------------|------------|----------------|------------------------|----------|-----------------------|
| Market                 | Media Type | Plan Reach (%) | 4-Week F18-34 Delivery | Plan TRP | Total Target OOH Imps |
| Atlanta                | Bulletins  | 31.55          | 10.3                   | 324.5    | 2,265,688             |
| Boston                 | Bulletins  | 19.76          | 9.4                    | 185.9    | 1,200,475             |
| Chicago                | Bulletins  | 17.63          | 7.1                    | 125.6    | 1,412,424             |
| Dallas                 | Bulletins  | 38.94          | 7.4                    | 287.8    | 2,538,247             |
| Detroit                | Bulletins  | 38.06          | 8.1                    | 306.4    | 1,460,616             |
| Houston                | Bulletins  | 36.05          | 9.3                    | 335.5    | 2,836,458             |
| Los Angeles            | Bulletins  | 9.62           | 6.8                    | 65.0     | 1,128,118             |
| Minneapolis            | Bulletins  | 41.75          | 8.6                    | 360.6    | 1,513,187             |
| New York               | Bulletins  | 10.4           | 7.8                    | 80.7     | 1,968,651             |
| Philadelphia           | Bulletins  | 40.56          | 7.7                    | 312.8    | 2,377,433             |
| Phoenix                | Bulletins  | 46.69          | 6.9                    | 322.9    | 1,750,561             |
| San Francisco          | Bulletins  | 27.62          | 7.3                    | 202.5    | 1,223,536             |
| Seattle                | Bulletins  | 12.16          | 6.2                    | 74.8     | 358,875               |
| Tampa                  | Bulletins  | 31.23          | 5.7                    | 178.0    | 660,711               |
| Washington, DC         | Bulletins  | 7.05           | 6.6                    | 46.6     | 402,427               |

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