

Universal Studios' The Fate of the Furious

Problem

How does Universal Studios best launch its new film The Fate of the Furious?

Solution

By executing a unique concept that encompasses digital OOH, a live NFL football game, a publicity event, and the use of Facebook Live.

Background

Universal Pictures sought to launch the new #F8: The Fate of the Furious global trailer in an over-the-top way using a multi-channel, digital approach. It wanted to tap into the nostalgia among die-hard followers of The Fast and Furious franchise, while still targeting the new generation of fans to create excitement around the upcoming release. The challenge for the eighth installment of this film franchise continued to be finding a way to keep each release exciting, relevant, and leaving audiences wanting to see more.

Objective

OOH media wasn't known to support trailer launches. Universal Pictures sought to buck tradition and create something exceptional and overblown. The objective was to execute a unique concept that encompassed a live NFL football game, a live publicity event, and the use of Facebook Live, plus digital OOH screens in Times Square to broadcast all elements. Creating such a massive event launched the "Fast 8" trailer on a monumental scale, capable of generating excitement beyond anything that had been done before. It was unique in that it could reach a broad range of people through different media channels and physical environments. In light of the flexibility, no one was left out of Universal's target audience. The goal was to unite all audiences and platforms at the exact same time by releasing the trailer for first time globally, generating excitement, buzz, and a social media frenzy.

Strategy

The company selected Sunday Night Football's captivated audience as the ideal crowd to unveil the much-anticipated The Fate of the Furious global trailer. On December 11, during the Dallas Cowboys and New York Giants pre-show, sportscaster Dan Patrick threw a football from Dallas' AT&T Stadium all the way to New York's Times Square where Fast 8 had completely taken over. That sporting event turned out to be the most-watched primetime NFL game of the season with 26.7 million viewers. At approximately 8 PM, stars Vin Diesel, Dwayne "The Rock" Johnson, Michelle Rodriguez, Tyrese Gibson, Chris "Ludacris" Bridges, Nathalie Emmanuel, and director F. Gary Gray were interviewed about the upcoming film from a Times Square



skybox. It was prominently broadcast across 22 screens throughout Times Square, as well as on Facebook Live. At 8:10 PM, right before the game, the film's global trailer made its debut simultaneously on TV during NBC's *Sunday Night Football*, on Facebook Live, and across hand-selected screens around Times Square. The additional screens displayed the film's hashtag, #F8. This domination followed Friday's news when the film's official title was publicly announced for the first time.



Plan Details

Markets: Times Square, NYC; broadcasted and streamed globally

Flight Dates: December 10, 2016

OOH Formats Used: Digital Screens in Times Square, Digital Double Decker, Digital Newsstands

Target Audiences: All audiences, NFL football fans

Results

The one-hour Times Square domination was not only a first-of-its-kind takeover, but also provided NBC Universal with a furiously larger-than-life way of telling millions of fans that about its hit movie. The Facebook Live stream, which preceded the trailer drop and the broadcast premiere on NBC, drew more than 4.4 million views: <https://www.facebook.com/FastandFurious/videos/10154569898597631/>

The stream received over 63,000 comments and 190,000 likes. Universal dropped the trailer into fifth gear. Its Sunday launch of The Fate of the Furious trailer became the largest debut ever, setting a global record with 139 million views in its first 24 hours and zooming past the 127.6 million first-day views scored by Disney's *Beauty and the Beast*. The trailer counted north of 38.8 million views in North America and over 49.5 million views abroad. Third-party sources accounted for 18.5 million views, with talent social accounting for 32 million views. Diesel and Johnson had more than 270 million followers across their social channels. For Hispanic audiences, Universal Pictures worked with sister company Tel-emundo to develop a bespoke five-minute broadcast featuring a Spanish version of the trailer and an in-language interview with Vin Diesel and Michelle Rodriguez that aired as a lead-in to *Don Francisco Te Invita* later that evening. The execution garnered over 7.8 million in consumer media impressions for press hits in top-tier advertising trade publications, including [Deadline](#) and [MediaPost](#).

