Universal Pictures' The Mummy

Problem

How does Universal Pictures set its film apart from the rest of the summer movie premieres?

Solution

By creating a larger-than-life experiential marketing campaign to celebrate the release.

Background

To celebrate the anticipated release of Universal Pictures' action-adventure film, The Mummy, the company was tasked with creating a larger-than-life experiential marketing campaign in Los Angeles (LA).

Objective

Universal Pictures sought to create an experience that would set The Mummy apart from the rest of the summer movie premieres. This full-day experiential event engaged individuals with the intention of driving them to theaters on opening weekend. The goal was to excite the masses and productize The Mummy as a top summer blockbuster. The OOH experiential activation and postings were positioned to initiate "the wow factor" and spark conversation for the remake of this film. Hollywood and Highland was the center of Hollywood and the entertainment hub of LA. The giant Sarcophagus prop was positioned there to give a realistic shock to the core of its audience and make a lasting impression.

Strategy

The company knew that audiences on the move had the power to act and that brands had the power to influence and convert customers. It strategically leveraged the Egyptian-themed environment of Hollywood and Highland to develop its experiential activation and encourage sharing across mobile and social. The Mummy Day included the reveal of an incredible seven-ton, 75-foot custom-built Sarcophagus hanging from the Hollywood and Highland Center gateway in LA. Audiences of all ages were invited to visit the enormous structure as part of The Mummy Day on Saturday, May 20, to snap a photo and share on social media using #TheMummy. Leading man Tom Cruise and other cast members also participated by inviting the audience to engage with The Mummy Virtual Reality (VR) Zero Gravity Stunt Experience and The Mummy Escape Game at the event. In addition to the monumental Sarcophagus, both LA and New York were blanketed with other various forms of media formats such as wallscapes, billboards, transit media, and street furniture.

Plan Details

Markets: Los Angeles, CA, and New York City, NY
Flight Dates: May 15 - June 11, 2017
OOH Formats Used: Experiential; premiere panels, transit shelters, bus benches, subway 2-sheets, urban panels, taxi tops, and hand-selected walls and bulletins
Additional Formats: Broadcast and spot TV, digital, radio, print, publicity, VR experience
Target Audiences: Ages 13 and up

Results

Over 723,000 people around the world tuned in to watch the big reveal on Facebook Live, which received over 18,000 likes and over 2,700 comments. The campaign garnered over 1.5 million earned consumer media impressions within advertising and marketing trade publications the first week after the event. The 75-foot sarcophagus was the largest single vertical structure ever assembled at Hollywood and Highland. Its record-breaking height took months of engineering, nearly 90 hours to model, and approximately 400 hours to sculpt. The process by the numbers was:

- Eight weeks of engineering by two firms
- 88 hours of modeling
- 81 pages of mechanical drawings
- Over 380 hours of foam sculpting
- 15,000 units of foam
- 50 gallons of paint
- 160 hours of install and dismantle labor
- 18 wide-load tractor trailers used to move elements
- 912,000 Google News results for The Mummy Day

Testimonials

"The Mummy Escape Game allows us to creatively extend the world of The Mummy into a fan-driven live experience."
 - Vince Klaseus, President, Universal Brand Development

"I cannot wait to see this amazing movie!!! I love Tom Cruise and have watched many movies with him in it! I am super excited!!! Go Tom and the rest of the crew!!"
"Love all the Mummy Movies!! In order to love it, you have to love ancient history and respect art. Love Egypt and its great wonders."
-Facebook fans

Additional Information

Facebook Live video
MediaPost article