

Dell Inspiron 15 7000 Gaming Laptop

Problem

How does a computer company, in partnership with Sony Pictures, create a campaign to highlight both one of its computer products and a feature film?

Solution

By launching a 360-degree OOH campaign introducing consumers to the functionality of the product and creating excitement for the film.

Background

Dell teamed up with Sony Pictures, a long-time Dell customer and partner, to take collaborations to the next level with Spider-Man: Homecoming. The companies launched a 360-degree integrated global marketing campaign that paired Dell's new Inspiron 15 7000 Gaming Laptop with the highly-anticipated film.

Objective

Dell wanted the 360-degree marketing campaign to highlight its partnership in the entertainment industry. It was looking for a high-impact digital OOH concept to drive awareness and engagement with movie fans who like to game for fun, competitive gamers looking for new technology, and the legion of Spider-Man enthusiasts. The television ad campaign showcased new Spider-Man content created by Jon Watts, the director of Spider-Man: Homecoming, and featured Peter Parker daydreaming in class about an epic battle between Spider-Man and the Vulture. The focal product of this campaign inspired Dell to use the concept of gamification.

Strategy

The interactive campaign allowed people to race Spider-Man up the side of a New York City skyscraper. It was tied to the opening weekend of Spider-Man: Homecoming and the packed July 4th holiday. The DOOH gaming experience, powered by Dell hardware and complete with high-score leaderboards, turned Times Square into a video game arcade. Dell allowed four-players at a time to control Spider-Man using their mobile phones. The game play was simple but incredibly compelling. Fastest times were posted on a daily leaderboard, and players could also enter to win a \$100 promotional gift card to use on Dell.com. The digital screens featured messaging advertising Dell and the new Inspiron 15 7000 Gaming Laptop between each gaming session. While waiting their turn, gamers were entertained with stunning Spider-Man animations and the film's full TV commercial. Throughout key locations in New York City, matching creative was featured through digital projections and custom painted murals, ensuring that the target audience was exposed to the campaign on a consistent basis.

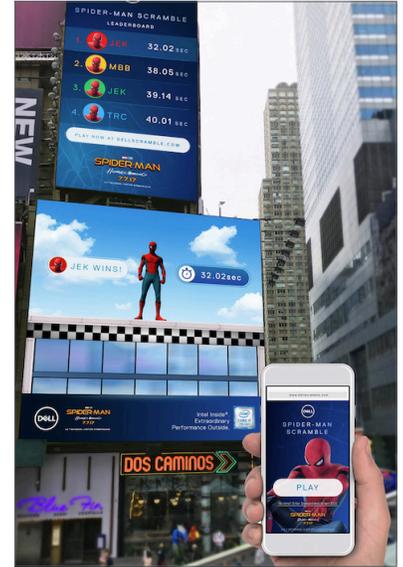
Plan Details

Markets: New York City, NY

Flight Dates: June 30 to July 8, 2017

OOH Formats Used: 360-degree DOOH

Target Audiences: Gamers and Spider-Man fans



Results

This interactive OOH game built brand equity for both Dell's new gaming computer and Spider-Man: Homecoming, which swung into theaters on July 7 and generated a \$117 million domestic opening weekend. The activation garnered 45 million OOH media impressions and earned more than 40 million impressions through public relations efforts. The game attracted 3,137 non-unique total players who played 1,084 times. The activation ran at 85 percent capacity, well above the average seen by the company on others that involved second screen gaming.

Testimonials

Game players were thrilled with the experience, quoting:

"I am in the market for a good work-play laptop. I am definitely going to check out the Dell Inspiron 15."

"It's rare to find a game I can really play with my kids that I can actually beat them at. I love Spider-man Scramble."

"This game is fun and really addictive. Can I download this game to play it all the time?"

Additional Information

Video: [Dell + Sony Pictures Spider-Man Homecoming Digital Out of Home Game](#)