



**Case:
FDB uses Cinema to move attitudes and boost
viral campaign**

Dansk Reklame Film 2010



FDB's challenges



- FDB is a consumer association
www.fdb.dk
- Spread awareness to the association
- To improve perceptions of FDB to more contemporary, concerning, open and honest
- See spot here:
www.youtube.com/watch?v=shBzmQ_CM0k

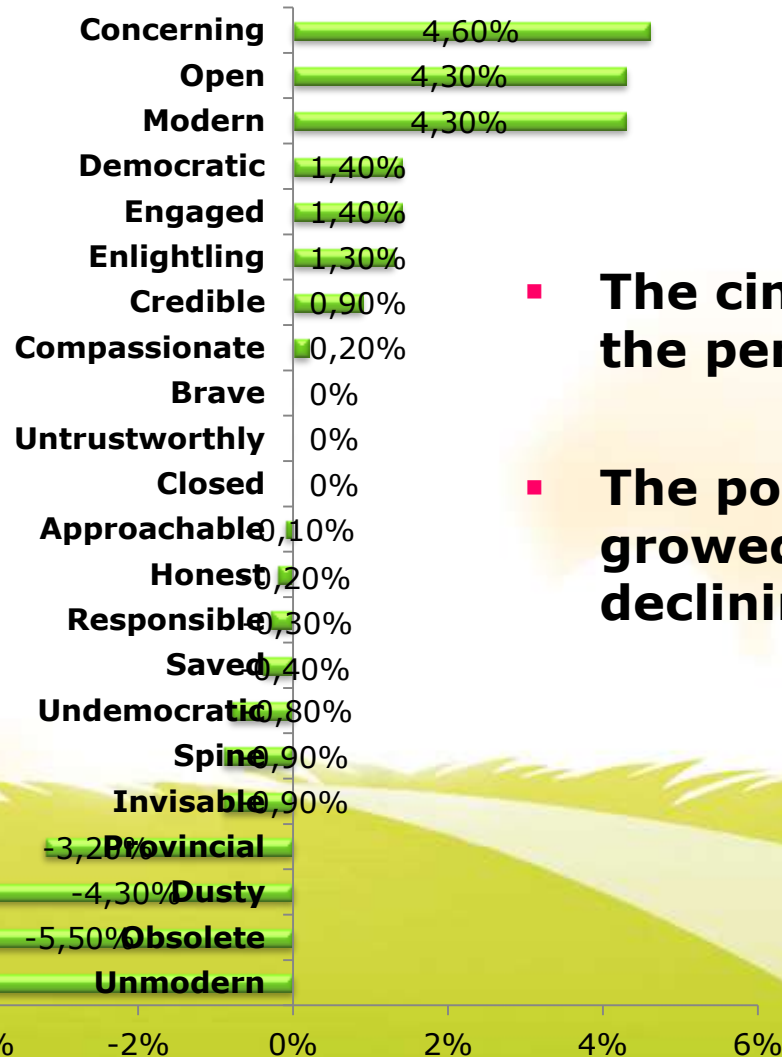


FDB's campaign



- FDB selected a viral solution, which were later combined with advertising in cinema
- The viral part started with a 2 minute version and after 3 months were followed up by a cinema version on 30 seconds.
- The campaign 'Sikken dejlig dag det er i dag' with the happy baby approached primarily to women between 25-45 years

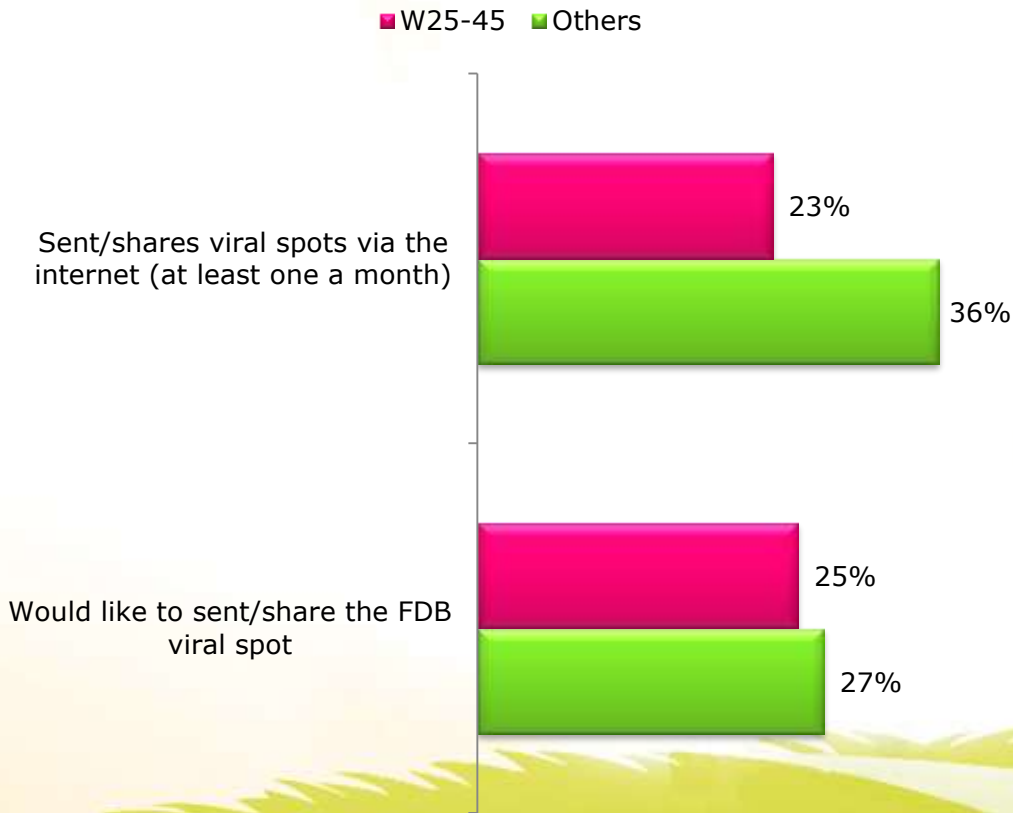
The campaign moved the perception



- The cinema campaign have moved the perception of FDB
- The positive value word has grewed and the negative has been declining



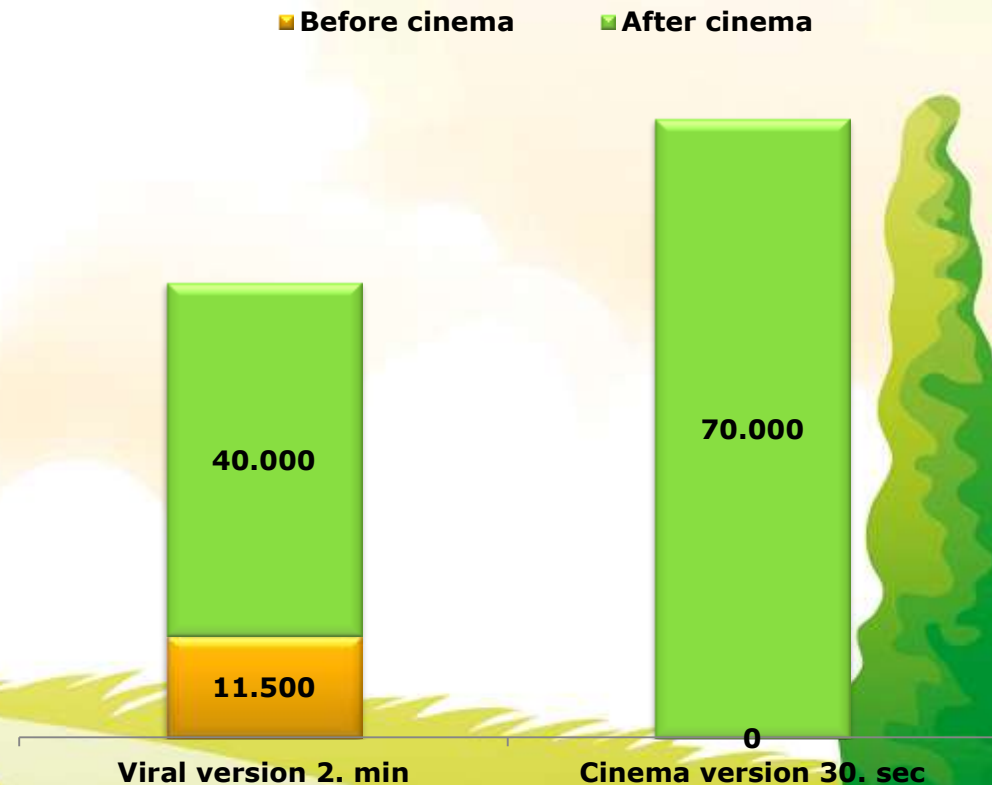
The segment would share the spot



■ **Despite the fact that womens between 25-45 years are less likely to share viral spots then generally, there is still 1 out of 4 there would share the FDB spot with friends and acquaintances**

The cinema boost the viral life on youtube

- The extensive viral behavior in target group reflected nicely in the number of views on youtube
- Cinema campaign has clearly boosted the view of both the long and the short spots on the Web
- In 3 months, the long spot 11,500 views - cinema helped to increase this by 350% + the 70,000 views of cinema version

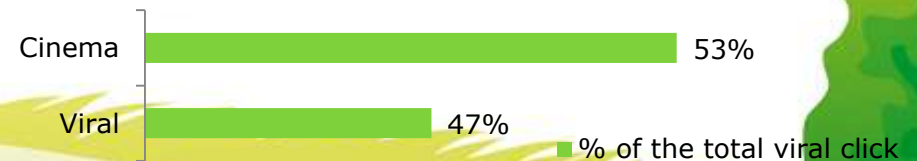


Total viral side effect

The cinema was not a part of our original media plan, and therefore we created a viral video for the web. But then we tried anyway cinema, and I must say the impact has exceeded all expectations. It turned out that the cinema was a really good channel for our goal to create a positive atmosphere around our brand. And funnily enough, it also meant a significant increase of the film online.

Karsten Kolding, Communication
Chief in FDB

- **Cinema campaign boosted life back on line - both on the long viral spot and short theatrical version**
- **About half of the clicks generated, were created after the cinema campaign have come**



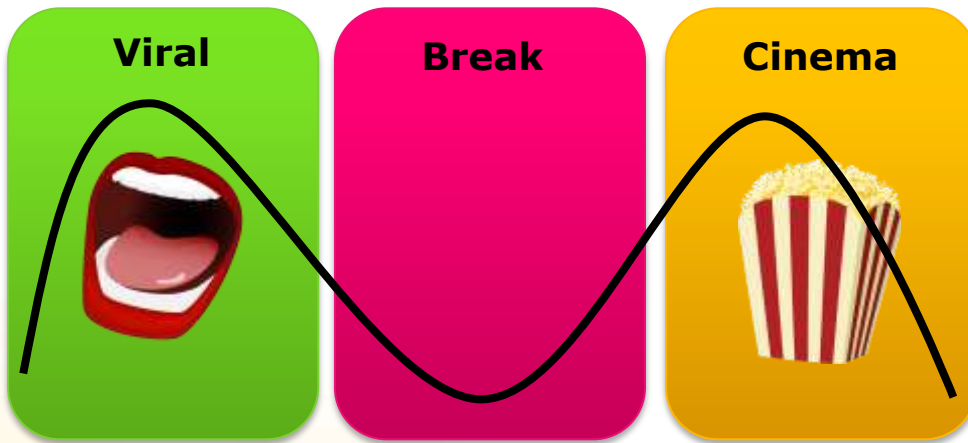
This means that the cinema campaign generated just as many clicks as the original viral campaign



FDB have got very good value from the cinema campaign



Cinema boost the life on the internet



- The cinema have made a huge effect for FDB and have moved the consumers perception of FDB
- Together with that the cinema campaign have also boosted the viral life on the internet yet again
- Think therefore cinema in your viral campaign

