

SAMSUNG Ads | operam

"Bill & Ted" and Samsung Ads Reinvent PVOD and Theatrical Launches

Beyond the pandemic to the future of multi-channel releases

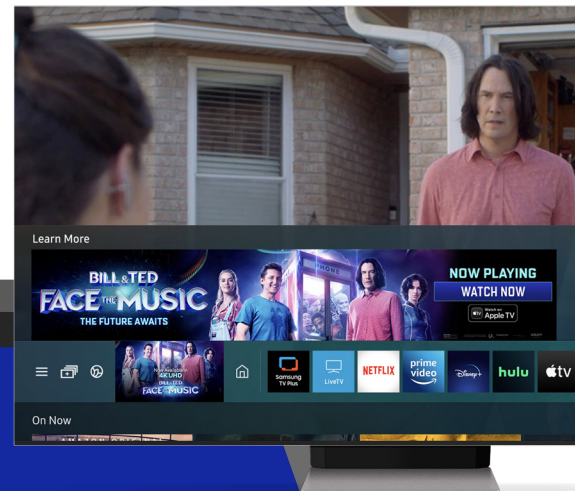
For the 2020 PVOD premiere of "Bill & Ted Face the Music", Orion Pictures had to generate major awareness and generate real sales—in theaters and on-the-couch.

Why Samsung Ads

- Samsung Ads combined CTV to drive awareness, 1st Screen Ads targeted to drive purchases via Apple TV.
- 1st Screen Ads targeted PVOD or EST viewers, Bill & Ted franchise viewers or comparable movie titles unexposed to linear ads on new Samsung Smart TVs (post-2018).

Ad Formats

Apps Preview & 1st Screen Ad including Extra Wide Preview Banner to ensure optimum visibility



Result

At a time when driving movie attendance was harder than ever, Bill & Ted rocked!

+400%

Total incremental reach over linear TV

229K

Incremental households reached

10X

PVOD sales were 10X what the movie earned in theaters