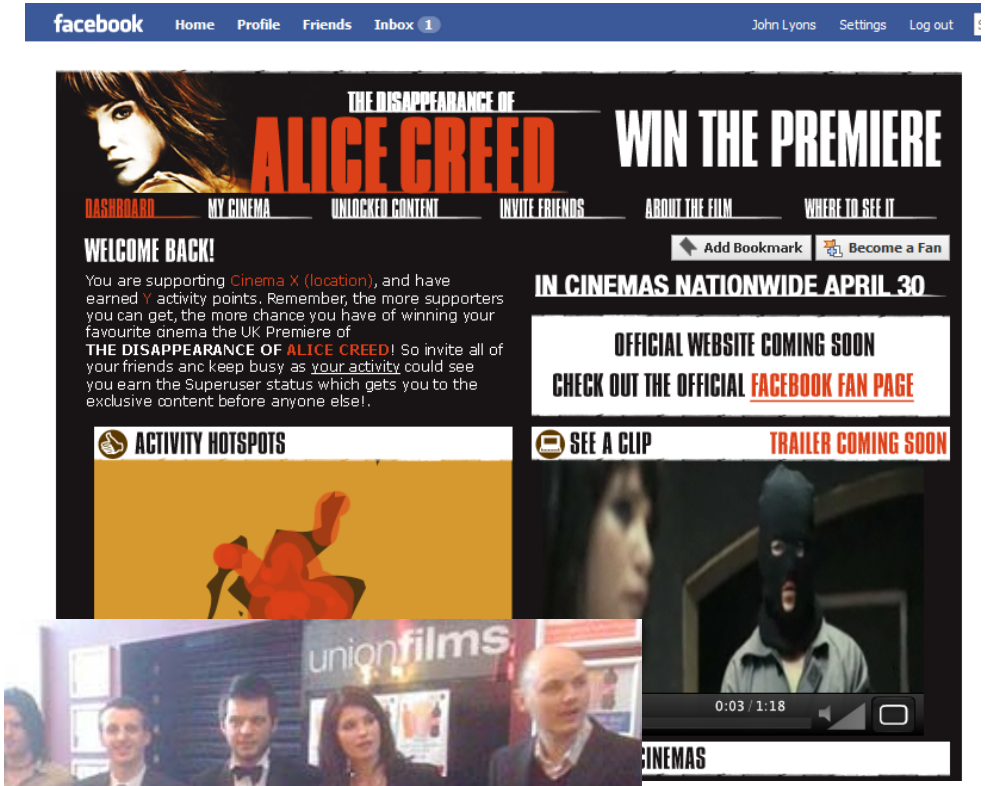
The Disappearance of Alice Creed Case Study

Overview

This event-based promotion offered participants the opportunity to have the UK premiere of Gemma Arteton's latest movie at their local cinema, and the chance to win free tickets and meet and greet the stars on the red carpet, as well as rewarding the most active users with access to exclusive content including a live web chat:
http://apps.facebook.com/alicecreedmovie/

The application was in conjunction with the UK Film Council, who awarded a Digital Innovation in Distribution award and have used the campaign as their primary digital case study since. The movie has also been shortlisted for ***Screen International's Premiere of the Year 2010***, which is entirely down to the promotion.

As well as attracting over ***7,000 active participants*** into the program, the campaign generated a huge amount of ***press coverage from more than 51 agencies***
- see our blog for details:
http://www.brandmovers.co.uk/blog/2010/04/22/april-2010-news-alice-creed-premiere