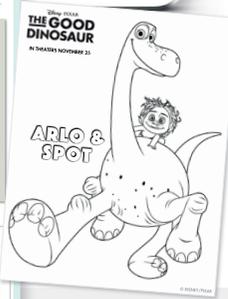




Competition two weeks



Disney Brand Feature

Campaign Objective

To create awareness of The Good Dinosaur release date in cinemas and to gain maximum trailer views while creating a high level of engagement around the release.

Period

Two Weeks (Nov 2nd – 16th).

Result

Over **75,000** interactions in 2 weeks. Over **17,800** competition entries and **3,100** trailer views.



Great results for the specific parenting audience we are looking to reach”

Richard Carolan
Walt Disney Studio Motion Pictures Ireland

