

The Challenge

In order to drive awareness and promote their movie, 360i launched a targeted mobile ad campaign to feature The Scorpion King 3, which is the sixth film of “The Mummy” franchise.

The Solution

Standard banner ads were displayed and linked to a captivating and interactive landing page featuring a preview of the movie. After the video the site enticed users to share their experiences via ‘tweets’ and Facebook ‘likes’. Consumers also had the ability to read more about the story, or purchase the movie by linking out to Amazon.

The Results

This campaign achieved excellent results; delivering nearly 16 million impressions while driving strong engagement.

Universal Studios delivers an engaging mobile performance with The Scorpion King

Agency	360i
Objective	Brand awareness
Target	Males 18-44
Solution	Standard banner and interactive landing page
Platform	iOS and Android



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