

TESTIMONIAL Transformers



“15% rise in attendance [at universal studios]”

In an effort to generate buzz and attendance, Universal executed an all-out market blitz to promote the new ride with outdoor media that included bus shelters, odd-sized bulletins, bulletins with extensions, and one special build-out that included electroluminescent technology that lights up at night. The opening of the ride was an immediate success, with record attendance over the Memorial Day weekend. A 15% rise in attendance that year was attributed to the ride's opening.

Audience

Adults 18-36

Media Mix

Static boards
Transit shelters
Extensions
Printing Technologies

Market

Los Angeles

Objective

Universal Studios took to the streets to promote their newest attraction: Transformers the Ride - 3D.

Rationale

By pairing different types of media with extremely dramatic creative, Universal wanted to ensure an outdoor campaign just as exciting as the new ride.