



LE NOUVEAU RÉFLEXE CINÉMA
CINEMUR.FR

CINEMUR S.A - 35 rue de Châteaudun, 75009 Paris
RCS 538 844 275 RCS Paris

STUDY CASE

'On the Road' Facebook launch

facebook

Recherche

Olivier Chatel | Accueil

SURLA ROUTE

UN FILM DE WALTER SALLES

GARRETT HEDLUND
SAM RILEY
ET KRISTEN STEWART

23 MAI

surlaroute-lefilm.com

Mur

Infos

Activité des amis

Official exclusive content

PLUS

9 220 078

personnes aiment ça

102 586

On The Road ▶ Official exclusive content

Film

Bienvenue sur la page officielle du film "Sur La Route"

Affiches

NEW

Bande-annonce

Extras

GARRETT HEDLUND SAM RILEY ET KRISTEN STEWART

SURLA ROUTE

UN FILM DE WALTER SALLES

REGARDEZ LA BANDE-ANNONCE EN AVANT-PREMIÈRE

surlaroute-lefilm.com

Créer une Page

Vous et On The Road

5 ami(e)s aiment ça

Personnes que vous connaissez

See All

User Name
Ajouter

User Name
2 mutual friends
Ajouter

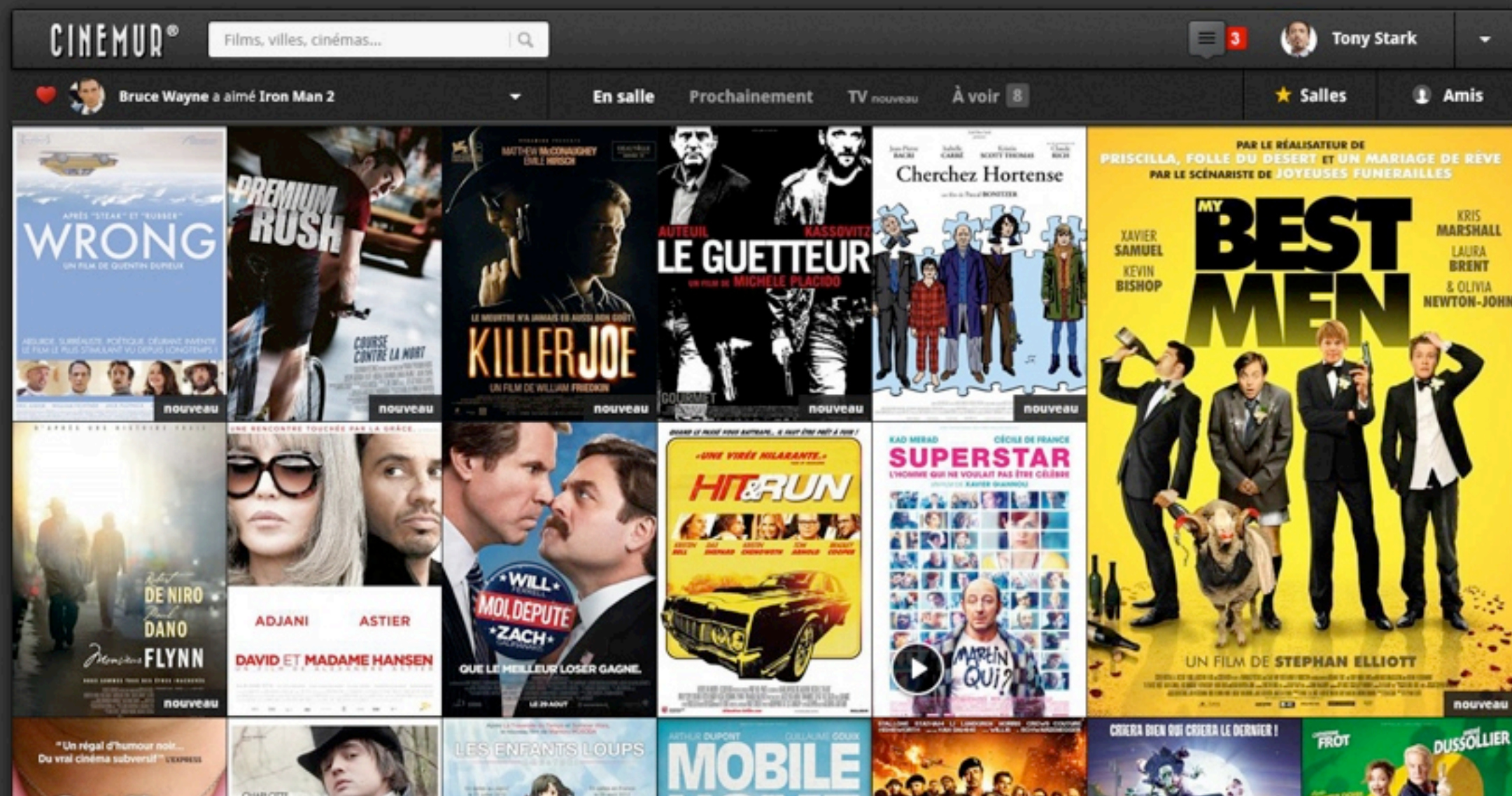
User Name
Ajouter

User Name
2 mutual friends
Ajouter

User Name
Ajouter

Who we are?

- **Cinemur.fr** : website + social platform.
- Facebook marketing experts.
- Awarded in web design and HTML5 coding.



Platform

- Over 100 000 registered users
- Rich relational database



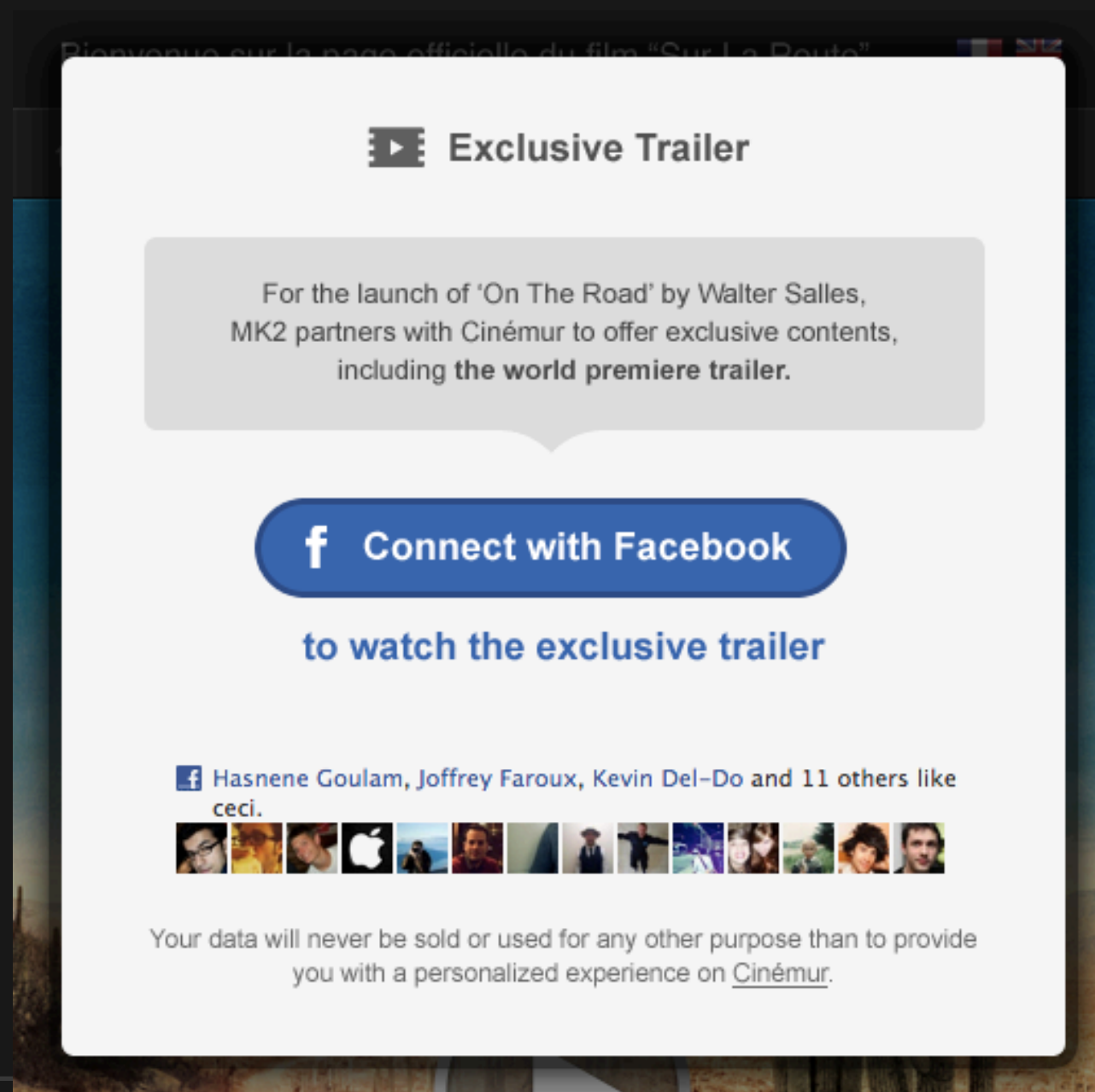
What MK2 wanted

- Make the first trailer go viral on Facebook
- Detailed insights from the communities around the film (literature, jazz, actors fans...)

How Cinémur did

1. Official pages (FR & EN) + a devoted app on Facebook.

Fans must connect with the page & the app to unlock the first trailer



How Cinémur did

2. Facebook Ads & PR actions.

Very well targeted at existing communities to drive traffic to the Facebook page & app.



*Ad targeting people who liked:
Jack Kerouac, Beat Generation,
On the Road (novel)...*



*Ad targeting people who liked:
Kristen Stewart, Bella Swan,
Welcome to the Rileys...*

How Cinémur did

3. Engage with connected users.

Trailer release. The app let fans share Facebook actions to their friends: *I'm watching, I want to see On the Road...*



Olivier Chatel et Julien Nicault veulent voir le même film sur Cinémur.



On The Road
After the death of his father, Sal Paradise, an aspiring New York writer, meets Dean Moriarty, a wild and infectious charismatic ex-con. They hit it off immediately. Determined to avoid the pitfalls of a narrow, prescribed life, Sal hits the road, joining Dean on what evolves into a life-changing physical and emotional odyssey. Thirsting for freedom, they discover the world, the ecstasy of...
Release Date : dimanche 22 avril 2012, 09:00

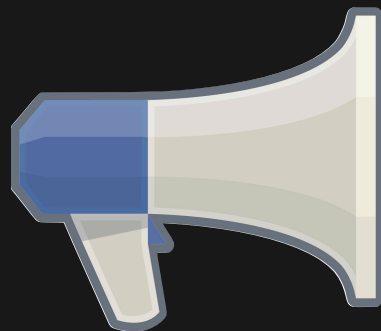
 Try Cinémur · Il y a 9 minutes, via Cinémur

How Cinémur did

4. Influence friends through Sponsored Stories
Increasing the visibility of news feed stories.

Ads

Voice of the brand



Sponsored stories

Voice of a friend



Summary

1. Single destination app on Facebook
2. Drive traffic to it
3. Engage with users with incentives
4. Influence their friends with sponsored stories

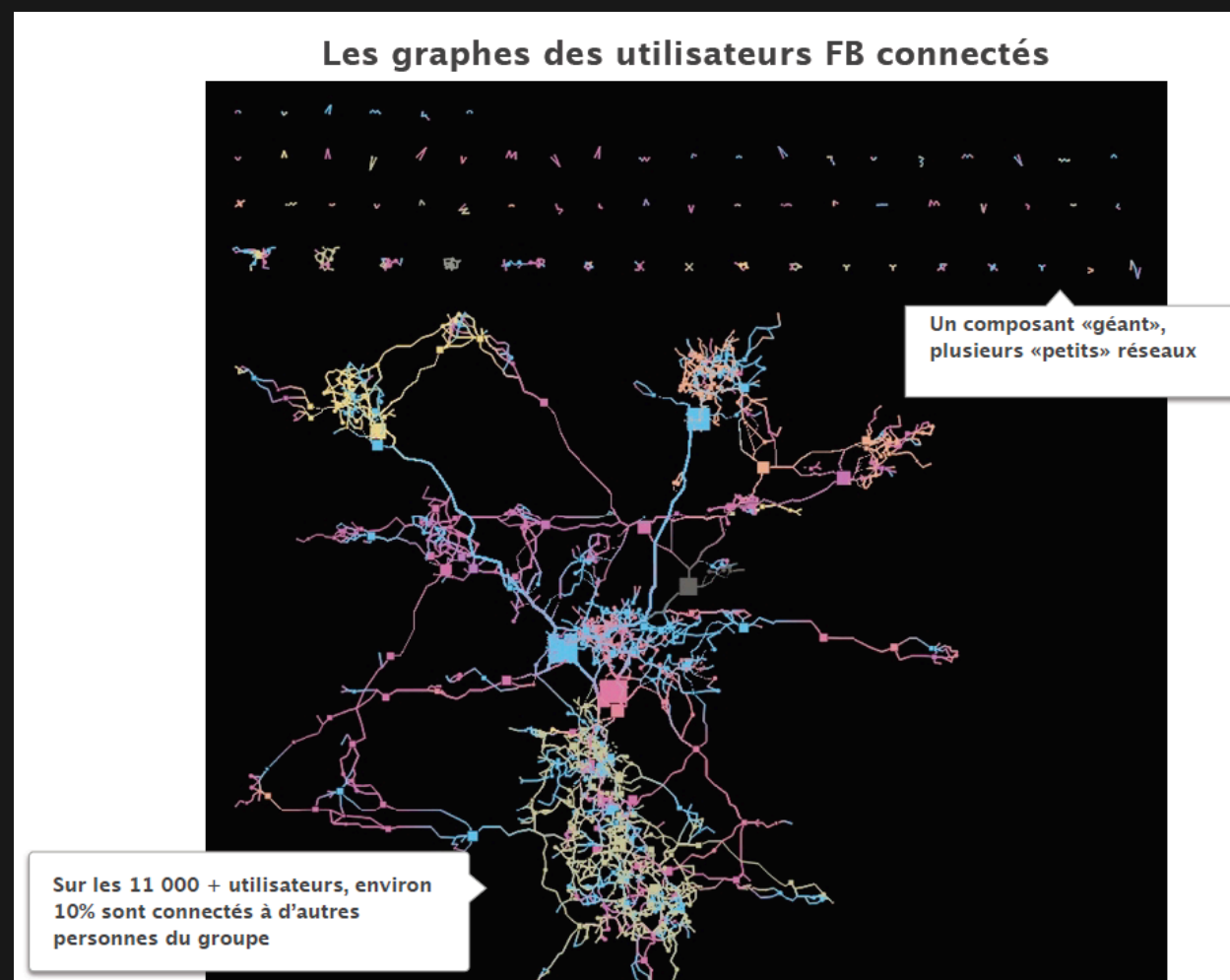
Results

- Zero to 60K Facebook fans in 4 days !
- **Virality:**
 - 4M Facebook impressions for the app only
 - #OTR went trending topic on Twitter
 - Tweeted by Katy Perry (2500 RT / 28M followers)



Big Data

- Know your communities (interests, demographics...)
- Re-activation: don't start from scratch!
(ads, e-mailing, facebook notification, mobile push...)



Contact

henry@cinemur.fr

Cinémur
35 rue de Châteaudun,
75009 Paris

hello@cinemur.fr

Communication & marketing
Tél : +33 1 53 20 05 79
henry@cinemur.fr