

Entry Title:	The Final Challenge / The Hunger Games
Client:	Videocine
Product / Service:	Film Distribution
Production/Film	Camaleon Films
Lion/ Category	Promo and Activation Lions

WRITTEN EXPLANATION

It's a unique combination of guerilla, online, live experience and user generated content, that worked together to generate a never before seen expectation for movie premiere. Background. To celebrate the end of The Hunger Games Saga, we needed a non-traditional effort to connect with the fans in an amusing and emotional way.

Create a transmedia campaign with non-traditional actions to announce the end of The Hunger Games Saga and, at the same time, turn the fans into the main characters of the story.

The creative idea

The Hunger Games was coming to an end, and we decided to celebrate it in a unique way with all its fans in one of the world's largest cities.

To position The Hunger Games as a cry of rebellion among the youth, having Generation Z as witness of this phenomenon, making them the true heroes of the story.

Getting the Generation Z attention through an immersive experience that connected with them through all fronts, in the streets, the web and culminating in a big event in the premiere of the movie. Making them a part of the saga, generating an emotional connection to the movie.

The execution

We created a transmedia campaign where non-traditional actions converged: street marketing, social media, BTL, to invite all the fans to be part of The Final Challenge. Through specially developed software we integrated the participants with the movie content and the characters, turning them into the heroes of the story. The main goal: to win free movie tickets for 10 years.

With these actions, the participants went from the streets to the digital world and then to a mall event on the premiere day, for the grand finale, where one fan was the great winner of The Final Challenge.

The results.

- Over 84 million impressions on Twitter.
- Over 20 million users reached on Facebook.
- Over 10 million interactions on Facebook.
- Over 500 thousand Likes and 80 thousand comments on the brand experience.
- Over 40 thousand visits to the website.
- Over 25 thousand GIFs and virtual posters shared on social networks.

CREATIVE TEAM

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