



Spectre 007, Sony Pictures Singapore

/ V-BAN (Video Expandable Banner)

The objective of this campaign was to **promote the new James Bond movie** and **boost tickets booking**. Gameloft Advertising Solutions hence proposed a rich video ad format offering a call to action all along the video.

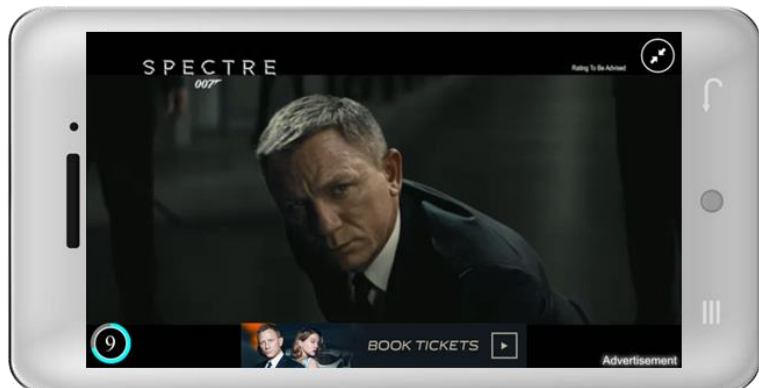
About the campaign

- The campaign ran for **25 days** in Singapore (October-November 2015).
- Sony Picture & IPG Mediabrands chose a **Rich Media Video ad format** to invite users to **dive into the 007's movie**.
- **User initiates the full screen video viewing** by expanding the video banner. Moreover, the clear **call-to-action available on video** maximizes the user engagement.



X2.6

Engagement rates performed higher compared to a classic banner.
(based on the ad expanding rate)



Watch Video Demo

www.gameloft.com/advertising-solutions