

Grudge 2 Case Study



Online games are the perfect way to engage audiences whilst helping companies to reach their business objectives. We created a viral game for the successful film 'The Grudge 2' to help drive demand for the cinema release and then sales of the DVD release.

Product Overview

The Grudge 2 was released in 2006 as a heart-stopping sequel to the successful first film released in 2004. The film explores the sinister secrets behind the revenge seeking grudge's supernatural curse, which not only infects a group of unconnected victims in a burnt down house, but it also escapes the house and becomes a danger to anyone that crosses its path.

Target Market

Our target market consisted of fans of 'J Horror' films, Asian Cinema, Horror Movies and Online Games.

Context/Creative

To drive traffic to the Grudge 2 micro site we created a thrilling game called 'Escape the room'. The player is trapped in the cursed room and needs to collect the clues and items to help them flee the chilling room. This was then seeded on viral sites, sent out via targeted email campaigns and advertised through pay-per-click advertising and rich media Eyeblaster placements. A special message board was also set up on the label forum for players to share clues and tips.

Incentive

To play a stimulating game based on elements the player is a fan of (i.e. martial arts, horror) whilst also having the chance to be entered into a prize draw to win copies of the Grudge 2.

Results

The Grudge 2 game was incredibly successful and produced the following amazing results:

- Unique site visitors: 525,643 (3,576 per day)
- Page visits: 837,862 (5,700 per day)
- CTR from leased list: 40.06%
- Industry standard CTR: 2%

Link

Check out the addictive game now http://www.brandmoversuk.com/egogames/grudge2_demo.html



If you have an idea for a campaign, or need one! Call us today...

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