



## **Warner Bros. Canada Case Study**

**Title:**

Contagion

**Agency:**

Lowe Roche

**Year:**

2011

**Source:**

Media Innovation Awards

**Objective:**

To promote the movie “Contagion” on a \$15,000 budget.

**Target Group:**

Adults and young adults, moviegoers.

**Strategy and Media Used:**

The campaign focused on the fascination and fear of rapidly spreading microbes, like the ones featured in the movie. An out-of-home execution entirely made out of living microbes was created. Giant petri dishes inoculated with fungi and bacteria were mounted in storefront windows. In the following days, the microbes grew, spelling out the name of the movie. Microbiologists and immunologists were consulted from several countries to select microbes that could flourish without posing any health risk. A video of the growth was posted on YouTube.

**Results:**

Within one week, the Youtube video registered millions of impressions, including more than 210,000 views and coverage by mainstream media including The Wall Street Journal, The Washington Post, The Today Show, National Post, Fast Company, Huffington Post and Science Magazine. It was shared on Facebook more than 19,500 times and has been the subject of over 2,400 tweets. “Contagion” won its opening weekend, taking in more than three times its closest competitor at the box office.

**Product Category:**

Media

**OOH Format:**

Outdoor

**Country:**

Canada