



Lionsgate UK launches CTV campaign to stream audiences into movie theaters

LIONSGATE®

Company Overview

Lionsgate is a box office leader with films that have grossed more than \$10 billion worldwide in the last six years. Combining a premium subscription platform with world-class motion picture and television studio operations, they bring bold and original entertainment to audiences globally.

Agency Overview

Carat, a dentsu company, is the world's first media agency. It pioneers and delivers brand, media, and digital communications solutions to some of the most storied and innovative brands in the world.

CARAT

“Quantcast’s omnichannel audience solutions connected us with a segment of the market we were missing, breaking through the noise to deliver engaged moviegoing audiences.”



CAITLIN WALKER HUNTER
CLIENT ACCOUNT MANAGER, CARAT

CHALLENGE

Lionsgate UK partnered with their agency, Carat, to find fans interested in Nicolas Cage’s cult hero status to promote their quirky action-comedy *The Unbearable Weight of Massive Talent*. To complement their broadcast TV buys and reach cord-cutting audiences with their video movie trailers, they wanted a partner who could reach this unique audience on streaming platforms and apps.

RESULTS

Quantcast’s ability to unlock real-time relevant movie audiences drove significant video engagement with *The Unbearable Weight of Massive Talent* trailer across smart TV channels beating the target engagement level by 50% and opening the door to incremental moviegoing audiences.

SOLUTION

Tapping into Quantcast’s omnichannel audience solutions, Carat partnered with Quantcast to launch a Connected TV (CTV) campaign paired with interest-based audiences. Using demographics and keywords, they built a custom persona, ages 18-44, interested in action films, comedies, and the movie’s starring actors, including Nicolas Cage, Pedro Pascal, and Tiffany Haddish. Ara™, Quantcast’s AI and machine learning engine, modeled the unique habits and interests of these moviegoing audiences, finding audiences that align with this unique premise and ensemble.

HIGHLIGHTS



2x

target engagement level