



## 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