



CASE STUDY

UNITED INTERNATIONAL PICTURES  
THE BOURNE SUPREMACY  
INTEGRATED ADVERTISING CAMPAIGN

*“Sky are at the forefront of new trends in television in terms of interactivity, in-pub viewing, and creativity. Sky’s multidimensional proposition propelled them above their competitors.”*

*Ricki Assenheim, TV Buying Manager, ZenithOptimedia*

## BACKGROUND

The challenge for UIP was to maximise the first weekend's box office takings for *The Bourne Supremacy* at a time when there were at least 15 significant movies on general release. UIP's media agency, Zenith Optimedia, wanted to create a media schedule that would amplify the basic campaign strategy, and stimulate word of mouth amongst the target audience.

Sky Media was identified as being key to engagement with core consumers and provided the widest range of communication options.

## OBJECTIVES

The key objective was to maximise the first weekend's box office takings, and to gross more than the previous film in the series – *The Bourne Identity*.

## THE CAMPAIGN

Sky Media's integrated campaign solution incorporated the use of core Sky channels, Sky Box Office, Sky Pub Sports, Sky Interactive, Skymovies.com and Sky Movies News.

To further extend and enhance the role of television, ZenithOptimedia created a competition which allowed the media campaign to exist "beyond the 30" spot". The Bourne Passport was a competition which ran across Sky platforms inviting viewers to watch exclusive footage from the film, experience behind the scenes access and see an interview with Matt Damon. The competition could be entered interactively via the red button, mobile text and online. The prize? The chance to visit the five destinations in the film on a 16 night holiday.

## MEDIA FIRSTS

The campaign generated a number of firsts for Sky and for UIP:

- The first advertiser on Sky to have a direct interactive link from Sky programmes – Sky Movies News and The Making of documentary, into the interactive site
- The first advertiser to incorporate online, mobile text and interactive TV into a competition entry mechanism and to feature the SkyMovies.com URL on the TV creative
- The first advertiser to run a specifically produced 70" copy on all pay per view Sky Box Office channels effectively owning the platform for 4 weeks
- The first advertiser to run the same 70" copy on Pub TV with a specifically produced Mobile Text entry mechanic

## RESULTS

The campaign comfortably achieved the objective and surpassed UIP's expectations:

- Box Office takings were 47% higher than the previous film, The Bourne Identity
- The Bourne Supremacy quickly reached blockbuster status, and was the number one film during its first weekend
- The Bourne Passport competition was a huge success, generating over 17,000 entries

*“The competition received more entries than ever before”*

*Steve Hunt, Media Director, UIP*

sky movies

THE BOURNE SUPREMACY USA in cinemas August 13th

Dear Movie Fan, August 2004

Here we go with another week of features, competitions and news from the world of [www.skymovies.com](http://www.skymovies.com)

As always, not only do we provide you with more than enough desktop entertainment, but we also have plenty of prizes to be won in our shed-load of competitions - including the chance to follow in the footsteps of The Bourne Supremacy's Jason Bourne himself by winning a trip around Europe!

And after last week's look at the stars of yesteryear, we look to a possible vision of the future, in which James Bond is in fact, a woman.

Thanks for registering!

**The Hit Squad**

- 1 Matt Damon
- 2 John Cusack
- 3 Uma Thurman
- 4 Kristanna Loken
- 5 Bruce Willis

JOHN POLSONE

TREADSTONE

THE JASON BOURNE series of books was written by which author?

a. Robert Ludlum  
b. Ian Fleming  
c. John Grisham

TEXT 88854 your answer: a b or c  
[www.skymovies.com/bournesupremacy](http://www.skymovies.com/bournesupremacy)  
or press **ENTER**

RELEASED: 13.08.04

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**THE PRIZE**

Moscow: 3 nights  
Naples: 2 nights  
Berlin: 2 nights  
Munich: 2 nights  
Gen: 7 nights

ALL 4 STAR HOTELS



*“The ideas proved to be an enormous success. The Bourne Supremacy was the no.1 film across that weekend, knocking the multi million dollar blockbuster I Robot off the top slot”*

*Ricki Assenheim, TV Buying Manager, ZenithOptimedia*

# CONTACT

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