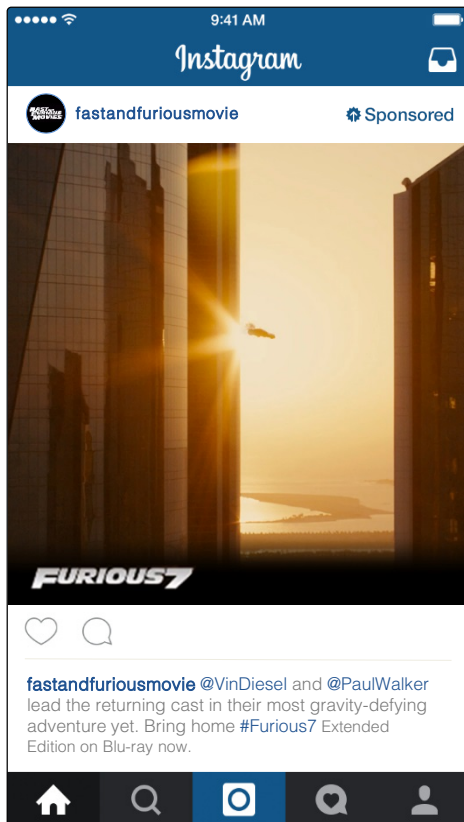




# Outpacing Expectations

Universal Pictures Home Entertainment used Marquee—a new high-impact, moment buy ad unit from Instagram—to drive interest in the home release of its movie *Furious 7*. Through a series of high-action video Marquee ads, the campaign created significant lift in awareness and ad recall among its key audience.



lift in ad recall M18+  
(+ 30pts among M25-34)



lift in awareness M18+  
(+11pts among M18-24)

## STORY

### Racing towards a new release

Universal is a market leader in home entertainment, pioneering adoption of high-definition Blu-ray for distribution of its vast movie catalog. *Furious 7* is the latest live action film in the popular *The Fast & the Furious* action film series from Universal Pictures.

## GOAL

### Pushing the needle on sales

Universal Studios wanted to drive awareness about the live action DVD, Blu-ray and Digital HD release of *Furious 7* among American men, and drive intent to purchase the movie for home viewing.

## SOLUTION

### Fast (and furious) results

For the September 2015 Blu-ray release of *Furious 7*, Universal used Marquee, a new ad product from Instagram that runs up to three times over a single day, delivering guaranteed mass impressions. Universal created three 15-second videos showcasing exciting excerpts from the movie and ran the videos in square format. In the days leading up to the Marquee campaign, Universal ran a series of related carousel ads to tease the release date. Then, on the day of the release, they ran Marquee ads announcing that the movie was available for purchase.

“  
With such strong results, Instagram's Marquee is quickly becoming one of the most effective and cost-efficient ways to reach a mass audience broadly targeted.”

Joe Eibert  
VP Digital Media  
NBCUniversal

With their one-day blast campaign, Universal Pictures Home Entertainment received the highest video completion rates they've seen to date. Their Marquee ads garnered a 26 point lift in ad recall and a 7 point lift in awareness among their target audience, with even higher results among males 18-34. In addition to raising mass awareness, they drove purchase intent and sales with their campaign—helping make *Furious 7* one of the highest-grossing live action DVD, Blu-ray and Digital HD releases of the year.