



VISUAL VOICE®

WARNER BROTHERS *THE HOBBIT*

Challenge

- Direct users to a hub with exclusive content
- Deliver a personalised experience
- Drive Conversion

Solution

During the premiere of the third and final Hobbit film, our *Hobbit Autograph campaign* was intriguing the audience with a personalised digital experience. Fans were encouraged to tweet #OneLastTime. Instantly, a piece of personalised content from the cast was sent. The results produced show this campaign was highly successful.



16.8%
Of entire global
Hobbit conversation



95,000
Autographs sent in
24 hours



153 million
Impressions



61%
Click through &
Engagement Rate