



## How to use social media promote movie?

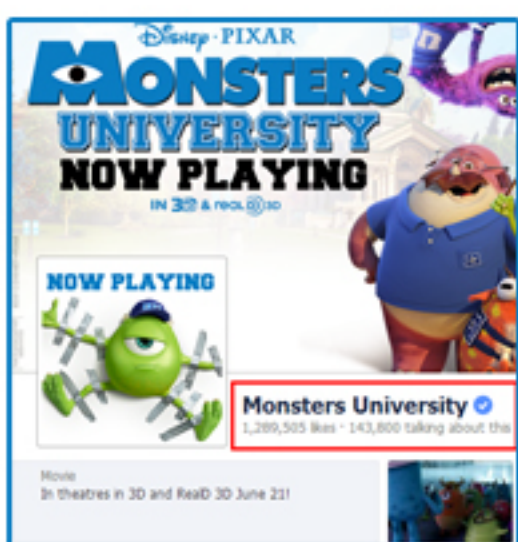
Has anyone heard about Sulley and Mike and also those little yellow minion. If you are a social media user, your answers must be a YES!



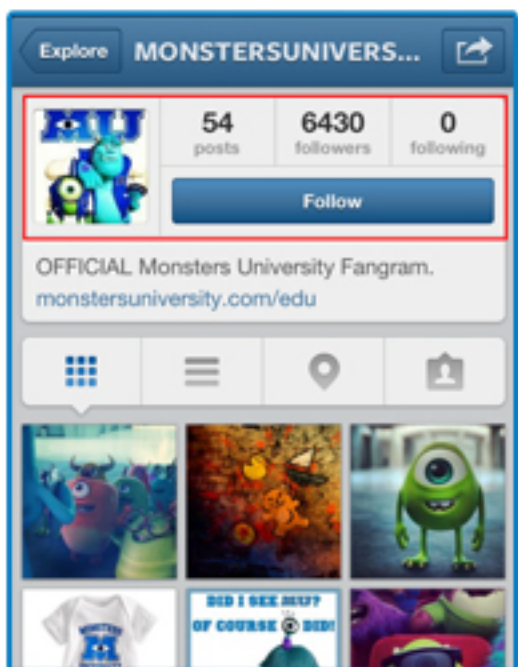
Promoting movies with social media platforms is very popular nowadays. It has proven to be an effective way of interacting and spreading out breaking news to a large audience within a very short period.

“Monsters University” and “Despicable Me 2” are good examples how recent summer movies have been successfully promoted through social media.

## MONSTERS UNIVERSITY



Monsters University Facebook page attracted more than one million Likes. Source: Screenshot from Monsters University Facebook official fan page.



Monsters University also has set up an Instagram fan page, which has 6,430 followers. Source: Screenshot from Monsters University Instagram official fans.

People are crazy about the movie Monsters University, especially the characters Sulley and Mike. But how did it become so popular?

To spread the news and update people, multiple official social media pages were created on different platforms to promote this movie, including Facebook, Sina Weibo, Instagram and YouTube. This allowed a large audience to be reached within the least amount of. Not only were people able to interact through their PC's, but via mobile devices news, photos and trailers could be viewed real-time as well. The key is convenience and efficiency - for the marketer and the target audience.

In this case, we found that Facebook users were the most active. As we know, it is the predominant social network and most widely used. The movie also leveraged on celebrity fan pages and their networks to spread awareness.



Monsters University is quite popular in Mainland China. The Sina Weibo fan page attracted more than 99 thousand followers. Source: Screenshot from Monsters University Sina Weibo official fan page.

## DESPICABLE ME 2

Following the fever of Despicable Me, the sequel, Despicable Me 2, hit theatres this summer. The movie first premiered in the US on July 3rd, 2013 and social media played an important role in its promotion.



Celebrities participated in the Minion National Exhibition and posted photos on their Instagram. Source: Screenshot from Despicable Me official Instagram.

### Advance Publicity

Even prior to its launch, Despicable Me 2 set-up multiple social pages - Facebook, Sina Weibo and Instagram – and constantly released teasers about the movie. Minion, the cutest character in the movie and the selling point of Despicable Me, was used as the main attraction. Photos and news was blasted out. Celebrities attending the Minion National Exhibition were used on two levels - through Despicable Me 2's own pages as well as leveraging through the respective celebrity's social networks. The result was great exposure even before the movie came out.



Minion stickers (emoji) is now available in Facebook chatting. Source: <https://www.facebook.com/FacebookMobile/timeline>

### On-screen Promotion

After the launch of Despicable Me 2, the strategy changed. The focus was on funny cartoons, interesting videos and memorable screenshots of the movie. These were continuously published to maintain the fans' interest and to keep the "fever" going. Fans then help extend the reach through shares and word-of-mouth.

### Ongoing Exposure

Finally, as an ongoing strategy, Facebook was used to release Minion stickers (emoji) so fans could continue their interaction and sharing this activity through social media kept Despicable Me 2 as a hot topic and fostered the enthusiasm.

## Take-Away?

All in all, the social media strategies used for Monsters University and Despicable Me 2 were very effective and successful.

- use multiple social platforms
- gain early exposure
- share screenshots and clips
- leverage on celebrity networks
- develop fun activities on social media to enhance interaction

Analysis was based upon data, metrics and insights from the Klarity Analytical Dashboard.