



Competition two weeks



Copyright Empathy Marketing Limited

Disney Brand Feature

Campaign Objective

To create awareness of The Good Dinosaur release date in cinemas and to gain maximum trailer views while creating a high level of engagement around the release.

Period

Two Weeks (Nov 2nd – 16th).

Result

Over **75,000** interactions in 2 weeks. Over **17,800** competition entries and **3,100** trailer views.

“Great results for the specific parenting audience we are looking to reach”

Richard Carolan
Walt Disney Studio Motion Pictures Ireland



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