

ipsh! Case Studies : Warner Bros Theatrical

What a Girl Wants

The Amanda Bynes movie targeted a younger, GENX/Y demographic that significantly overlapped with the text messaging demo. ipsh! developed a viral campaign based on an interface from www.whatagirlwantsmovie.com that allowed users to send pre-set or original text messages to their friends. The tagline 'www.whatagirlwantsmovie.com' was carried on all messages prior to the movie's premiere, on the day of and afterwards the recipient could merely press <TALK> to be directed to their local Moviefone for showtimes and tickets.

Using proprietary carrier detection technology, ipsh! allowed users to send their friends messages without knowledge of their carrier. The viral campaign was extremely successful, with close to 2,000 messages being sent every day for over a month.

The results speak for themselves: One user sent the messages to an average of 3.5 friends, 15% of their friends came back to the site and sent the message onto 3.5 of their friends. Promotion for the movie was successfully done through friends communicating with their friends, reinforcing the movie brand and acquiring new users to the movie website.

From 3/19 – 4/7, roughly 38, 541 text messages were sent from the below interface.

A typical text message might read :

> John: "Wanna watch the game?" from www.whatagirlwantsmovie.com



What A Girl Wants - Welcome

Text A Friend

Text What A Girl Wants

Text What A Guy Wants

Text What Guys And Girls Want

Your message

Wanna watch the game?

Your friend's cell#:
(Example: 0175551234)

Your E-mail:

Your Name:

send

• Privacy Policy
• Additional Information

opens April 4

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close