

**MEDIACOM**



NEWS

# MediaCom and Kinetic fuse OOH and Snapchat for Universal

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With Halloween almost upon us, Universal Pictures has teamed up with OOH agency Kinetic and Mediacom to promote 'Happy Death Day', an up-coming thriller in cinemas across Ireland on October 20th.

*\*This article first appeared on [Adworld.ie](http://Adworld.ie) on October 13th.*

With Halloween almost upon us, Universal Pictures has teamed up with OOH agency Kinetic and Mediacom to promote 'Happy Death Day', an up-coming thriller in cinemas across Ireland on October 20<sup>th</sup>.

As part of the campaign, OOH and Snapchat are being effectively merged to drive engagement with the general public around the new release. The innovative OOH campaign

features a unique SnapCode, which consumers are encouraged to 'Snap to Unlock' if they dare.

The trend of combining OOH and Snapchat is a global movement and Kinetic is the first OOH agency to utilise the 'Snap to Unlock' function on OOH in Ireland. Passers-by simply open their Snapchat App and snap the Happy Death Day poster which contains a 'Snap to Unlock' code. They are then transported to the movie trailer with an option to purchase cinema tickets.

According to David Burke, general manager, Universal Pictures International Ireland "Universal Pictures is delighted to be the first advertiser in Ireland to use the Snap to Unlock function on OOH for Happy Death Day. Working with Kinetic and Mediacom, we are always looking for new and innovative ways to engage with our audiences. Integrating OOH and mobile allows to reinforce our message in both the physical world and the mobile space increasing our reach and relevancy."

Susan Murtagh, Account Director, Kinetic adds: "OOH and Mobile applications are perfect partners. Research tell us that 68% of mobile activity is done on the go, while Snapchat is particularly relevant for younger target audiences. At Kinetic, we seek to digitally extend OOH to mobile, social and other interactive platforms. By combining OOH with Snapchat in this innovative campaign for Universal Pictures, we are driving people to take action in context."

In addition to Digital OOH, the unique campaign can be seen across other Out of Home formats including Luas Portraits, Campus screens and 6 sheets. Universal Pictures 'Happy Death Day' goes on general release from Friday, 20<sup>th</sup> October 2017.

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