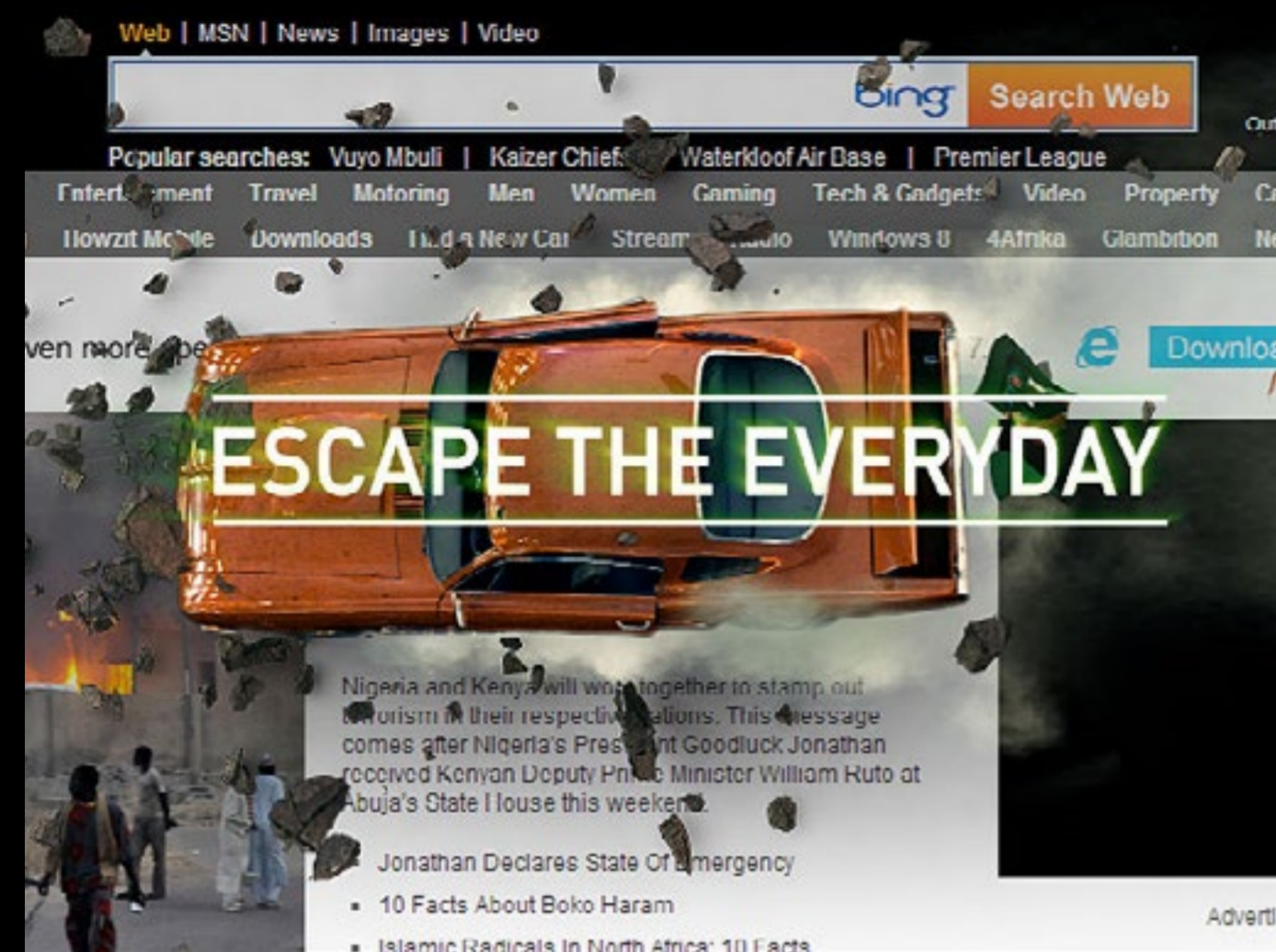
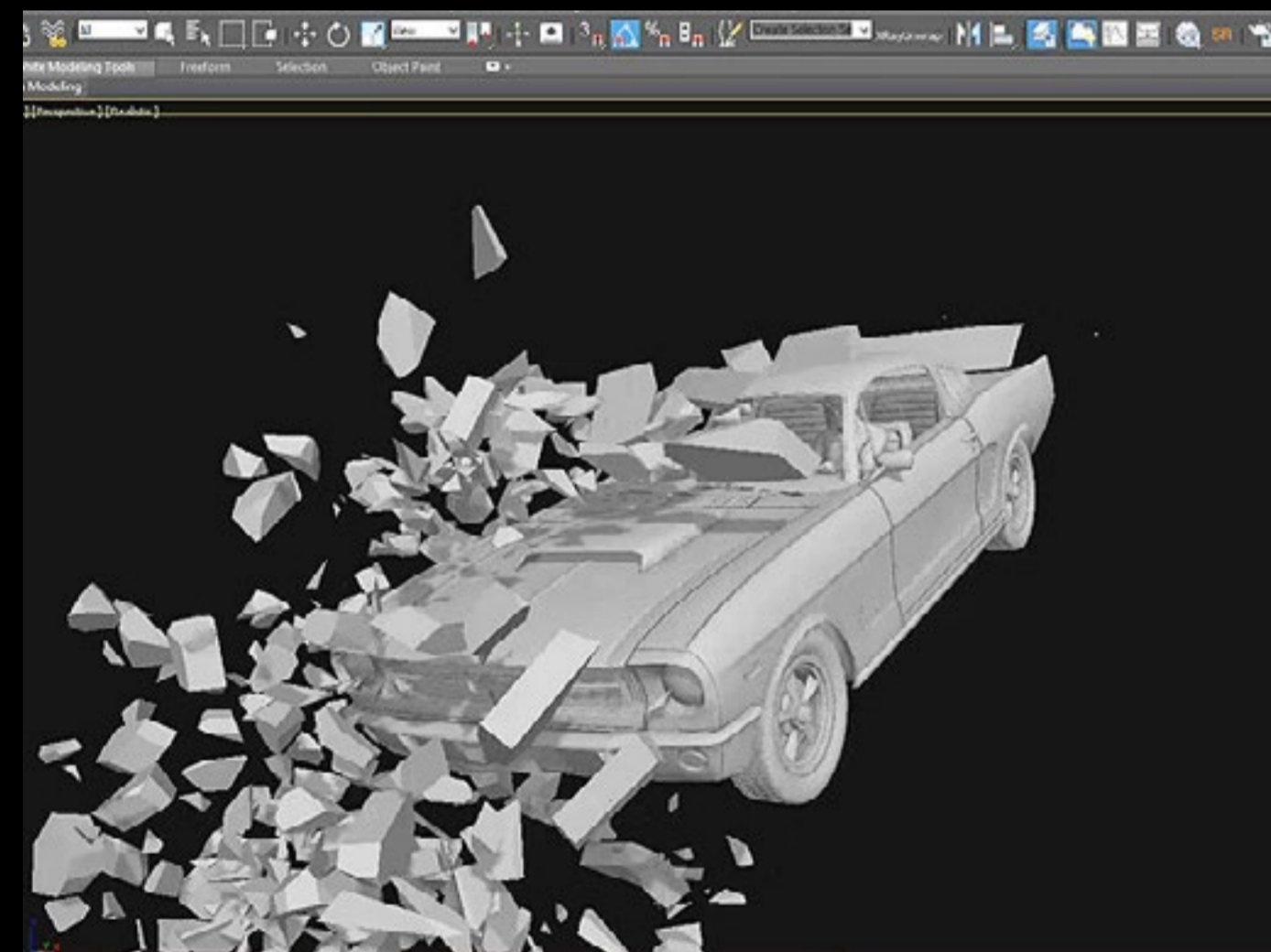


DSTV - Box Office - Escape the Everyday Rich Media Banner

Rich Media Banner



Behind the Scenes: 3D Model



Rich Media Banner - End Frame



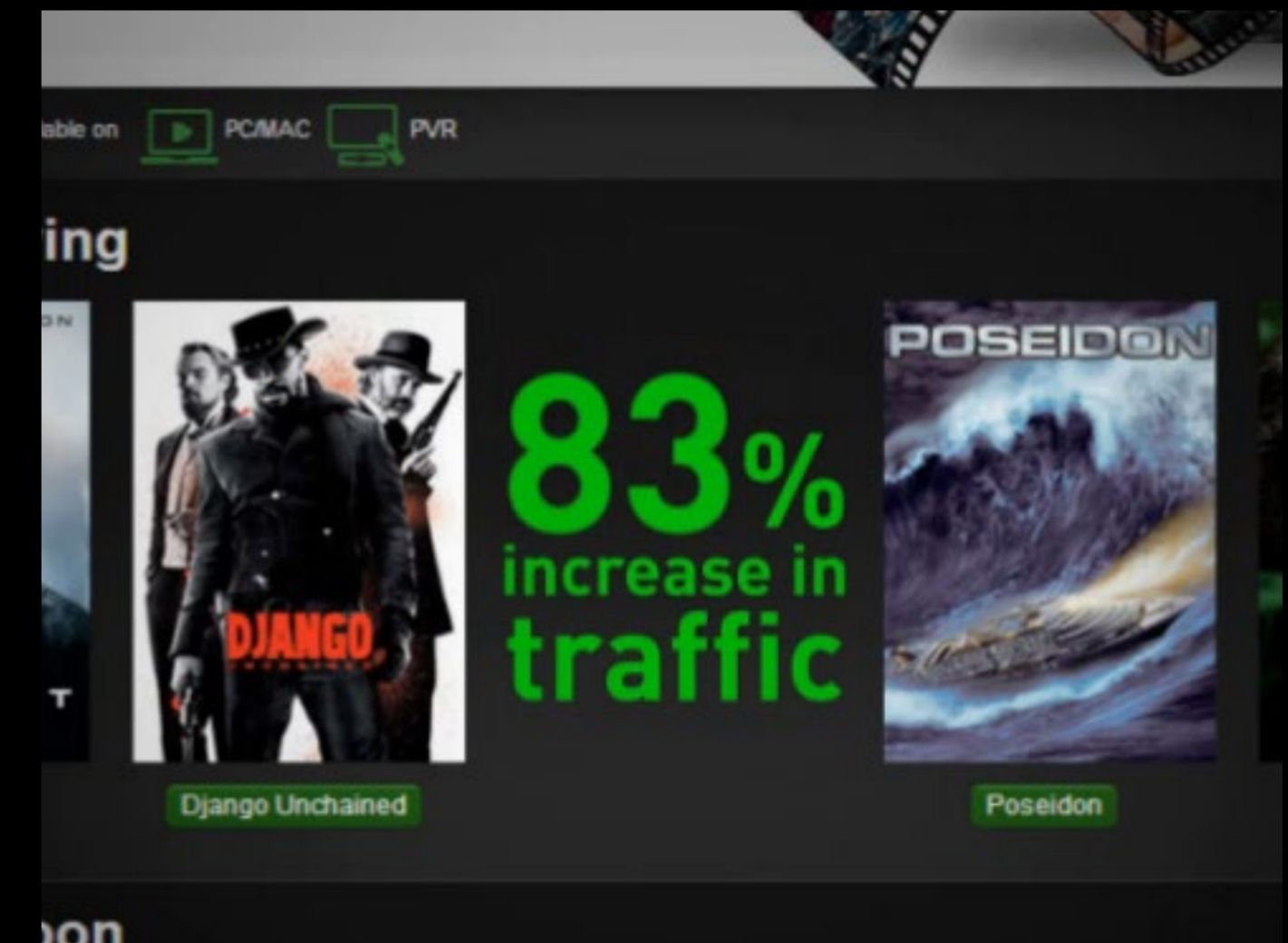
Behind the Scenes: Greenscreen Models



DSTV Box Office Site



83% increase in traffic to the Box Office website



Brief: DSTV recently added an online movie rental service to its popular BoxOffice offering. Our challenge was to inform movie lovers with a broadband connection that online movie rental is just a mouse-click away. We were also tasked with creating awareness and excitement around this new service, educating consumers about its benefits, and directing traffic to the existing website.

Target audience: As BoxOffice online is available to anyone living in South Africa, regardless of whether or not they have a DSTV subscription, the target audience for this project was defined as all movie lovers with a broadband Internet connection.

Solution: To emphasise the idea that the world of movies is now just a click away, we created a rich media video takeover, which interrupted our audience's usual web surfing routine, bringing the world of movies to life. The banner was hosted on MSN.co.za, one of South Africa's largest news and entertainment sites.

We cast and filmed characters representing key genres of the movie world in house and recorded a bespoke soundtrack. We also built, animated and rendered a muscle car in 3D for the banner. The execution used the wallpaper and leaderboard to communicate our key messaging, while the island banner, featuring our 3D car, was the main driver to attract clicks.

Once activated, a fullscreen video was loaded that aimed to surprise the movie-loving viewer. The car came crashing dramatically onto the screen, strewn rubble across the live webpage. As it skidded across the screen, debris flew from its boot, neatly transforming into the main interface displaying five key movie categories available on BoxOffice online. Viewers were invited to roll over each area and explore the benefits of BoxOffice online.

