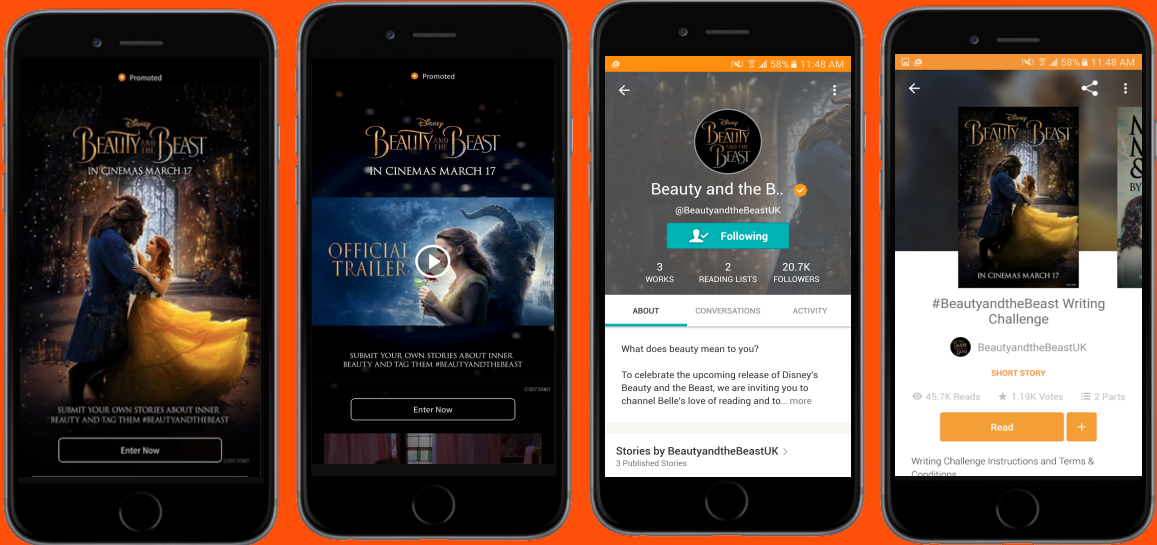


Beauty & The Beast (UK)



What we did:

Created awareness for the new theatrical release of Disney's Beauty & the Beast by amplifying the themes of the movie to Wattpad's engaged millennial audience.

How we did it:

The #BeautyandtheBeast writing challenge ran 2 weeks before the release, prompting fans to submit their own stories about their interpretation of inner beauty. Plus, two Wattpad influencers channeled their inner Belle by writing their own seeded entries designed to garner further attention for the campaign and engagement from the community.

The Results:

Community members who engaged with the Beauty & the Beast campaign on Wattpad were 110% more likely to see the film than those with no exposure.

46K+

minutes were spent
engaging with Beauty &
the Beast branded content

1.2M+

impressions garnered
overall

20K

fans followed the
Beauty & the Beast
profile on Wattpad