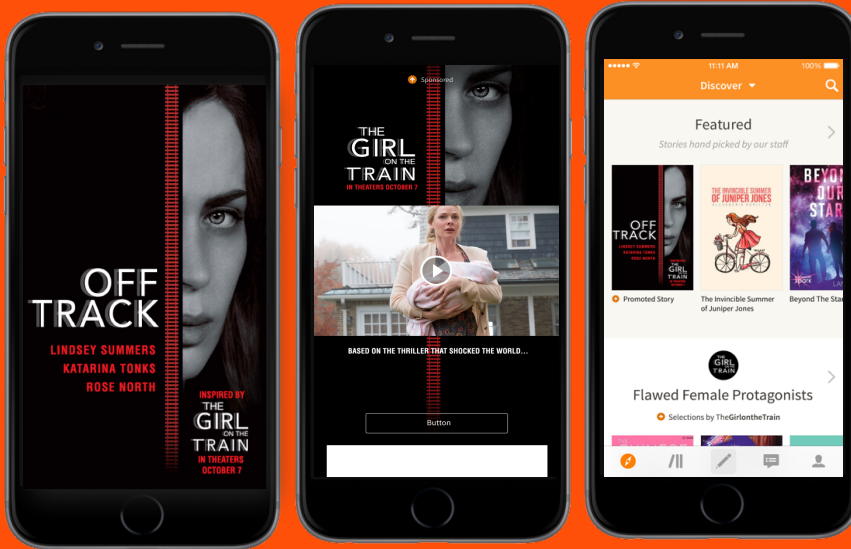


The Girl On the Train



What we did:

Created buzz among thrill-seekers, surrounding the release of popular movie thriller *The Girl On The Train*, just ahead of its theatrical debut.

How we did it:

In order to create some edge-of-the-seat content, we asked three of Wattpad's top writers to collaborate on a single high-octane story, inspired by the themes in *The Girl on the Train*. As part of the campaign, creative full-page interstitials ran alongside curated action, adventure and mystery stories to promote the movie release to community members who love those genres.

The Results:

1.9M+

minutes were spent reading commissioned and curated content

3M

paid and earned impressions were garnered overall

189K

total campaign engagements