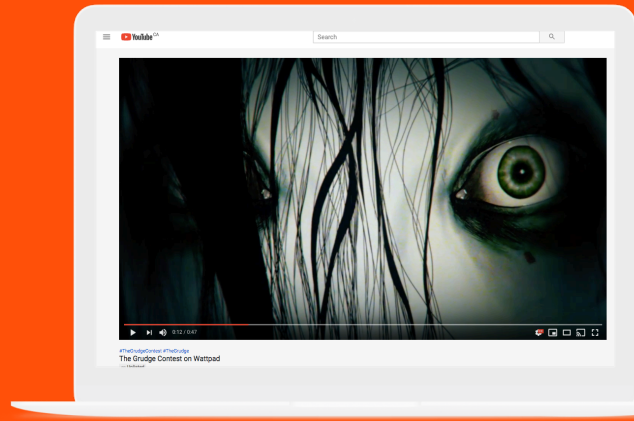


The Grudge

wattpad 



What we did:

Built suspense and engagement around the upcoming theatrical release of *The Grudge* and introduced the movie to a new generation of fans.

How we did it:

- Enlisted animator Drew Christie to create a terrifying prequel animation about the curse of *The Grudge*.
- Invited our community to share their own story inspired by the curse of *The Grudge*, turning one lucky winner's entry into a creepy animated digital short!
- Promoted the movie trailer between chapters of Wattpad's most relevant stories.
- Wattpad's FRIGHT profile was fully rebranded with #TheGrudgeContest

Results:

Our community was both terrified and excited to see the film, and the campaign made a huge impact! It resulted in:

- **3.3 million views** on the prequel video content
- **3.8 million+ views** on the winning animated digital short
- More than **2,100 amazing comments & votes** from our community

1,180

story entries

6.1M

trailer views

"Awe! That gave me amazingly good frightening chills down my spine when I watched the clip! That was so amazing!"

- Wattpad community member