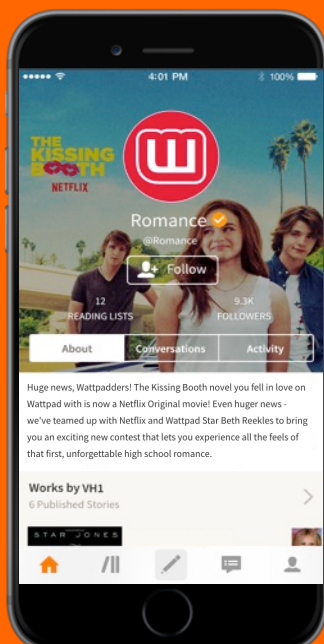


The Kissing Booth

wattpad 



What we did:

Created mass awareness and anticipation for the release of the Wattpad story-turned-film The Kissing Booth, by activating the built-in fan base that already existed on Wattpad!

How we did it:

- ✓ Launched the #TKBMovieContest, asking users to share a high school romance story inspired by The Kissing Booth.
- ✓ Utilized top influencers to create seeded entries into #TKBMovieContest, as a way of igniting exposure and encouraging participation among the community!
- ✓ Took over Wattpad's Romance profile, which housed all campaign content.

The Results:

The contest received the highest number of submission EVER in a Netflix-run contest on Wattpad!

- 2,045 contest entries (US only), which achieved a whopping 110,003 reads.
- Contest and seeded entries reached more than 1.4M users.

225,000

engagements

5MM+

movie trailer views

“ One of the most-watched movies in the country, and maybe in the world ”

- Ted Serandos (Chief Content Officer, Netflix)