

Lionsgate's Wonder



What we did:

Promote the theatrical movie release of Wonder and amplify the movie's core theme of "choose kind" across the Wattpad community.

How we did it:

We created a strategic two wave campaign that left a lasting impression on our community.

- ✓ We first launched the #WonderTheMovie writing contest asking users to submit 500-word stories inspired by the movie's #ChooseKind theme.
- ✓ To bring the winning entries to life, we partnered with Tongal, a creator community, and had three lucky contest winners' stories turned into digital shorts.
- ✓ To sustain the build-up towards the movie's release day, we promoted the winning custom videos and movie trailer through highly-targeted in-app video ads and amplified the video content across the social media universe.

The Results:

From content to video, this was a success both on and off Wattpad that drew in tons of engagement.

1,197

contest entries (US only) were submitted.

151,057

minutes were spent engaging and consuming the contest entries by our community.

1M

total video views of winning videos across Wattpad and social media.

2.5M

in-app trailer views.

Won "Best User-Generated Content" at the 2018 DigiDay Content Marketing Awards

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