

# FIFTY SHADES OF GREY 50 Shades of Grey

Blis worked with Universal to promote the release of Fifty Shades of Grey film on Blue Ray and DVD.



## Strategy.

**Products: Proximity/ Path**

Use Proximity to target audiences seen around Universal's OOH sites, retarget audiences seen at cinemas and female locations using Path to encourage users to watch the trailer and see the film.



## Targeting.

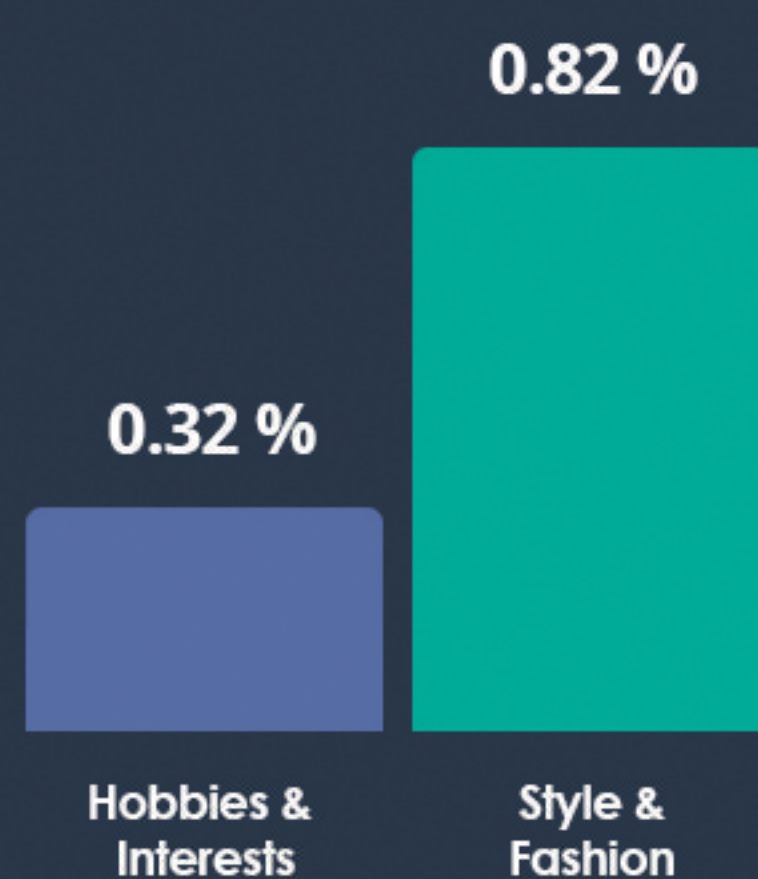
**OOH Locations:** 100 metre proximity around Universal OOH sites

**Female Locations:** School car parks, hairdressers and department stores

**Film Locations:** Cinemas



## Most Engaged IAB Categories



## Results.

**Best performing Locations:** Supermarkets and OOH sites

**Peak Path CTR:** 0.56%

**Peak Proximity CTR:** 0.60%

