

Sony Pictures Entertainment Thailand Uses Taboola Video To Promote Upcoming Spider-Man, Goosebumps and Venom Movies



“We’ve seen an impressive increase in time on site after working with Taboola to distribute video. Their account management team has been incredibly valuable when it comes to targeting strategy and creative recommendations.”

- Peeranee Rochanakorn, Assistant to Manager, Advertising and Publicity for Sony Pictures Thailand

“We have previously used several different digital platforms for our advertising campaigns. Traditional mediums have always been part of our campaigns, and with the changes in how audiences consume media, so we have adjusted our strategy accordingly. Taboola Video has proven to be a great platform to bring us massive campaign scale.”

- Dujdao Promobol, Executive Director, Marketing for Sony Pictures Thailand



COMPANY

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., which is a subsidiary of Tokyo-based Sony Corporation. **SPE (Thailand) Ltd.** opened an office in April 2017 after being part of Joint Venture with Walt Disney (Thailand) for almost 20 years.



CHALLENGE

Increase awareness and ticket purchases for upcoming movie releases by leveraging upcoming movie trailers.



SOLUTION

Use **Taboola** Video to promote movie trailers for upcoming Spider-Man, Goosebumps and Venom movies.



RESULTS

With **Taboola**, **SPE Thailand** has seen an **over 194,000 completed video views** and **over 411,000 impressions**.

194,000+

Completed Video Views

411,000+

Impressions



Introduction

Sony Pictures Entertainment (SPE) is a subsidiary of **Sony Entertainment Inc.**, which is a subsidiary of Tokyo-based Sony Corporation. **SPE's** global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies.

SPE's Motion Picture Group includes film labels Columbia Pictures, Screen Gems, TriStar Pictures, Sony Pictures Animation and Sony Pictures Classics.

SPE (Thailand) Ltd. opened an office in April 2017 after being part of Joint Venture with Walt Disney (Thailand) for almost 20 years.



Taboola Video Drives Awareness of Popular Blockbuster New Movie Releases





SPE Thailand Distributes Movie Trailers on Taboola Video to Reach Audiences at Scale

SPE Thailand wanted to drive large amounts of awareness for upcoming movie releases—specifically *Venom* (Oct. 2018), *Goosebumps: Haunted Halloween* (Dec. 2018) and *Spider-Man into the Spider-Verse* (Jan. 2019).

They wanted to find a channel that would help them drive both awareness and ticket sales. To do so, they traditionally distributed movie trailers on popular social media sites which helped create awareness but hadn't made a significant impact on ticket sales.

SPE Thailand started working with **Taboola** in the hopes of impacting both branding and performance goals, as well as for the opportunity to reach a wider range of target and prospective audiences on premium publisher sites.

Taboola Video is an elegant, non-disruptive experience that is optimal for branding and awareness goals. Videos are backed by the scale and reach advertisers need across exclusive inventory.



SPE Thailand Sees 194,000 Completed Video Views Using Taboola Video

SPE Thailand targeted viewers on tablet and mobile devices in Bangkok for this campaign.

With **Taboola**, **SPE Thailand** has seen an **over 194,000 completed video views** and over **411,000 impressions**.

SPE Thailand was happy with **Taboola's** account management, which they found valuable in terms of consulting on topics like audience targeting and creative strategy.

SPE Thailand looks forward to expanding their relationship with **Taboola**, and utilizing the **Taboola** Video Studio in the future to continue to support their various goals.