



www.myspace.com/therockeruk

It's only rock'n'roll, but 20th Century Fox like it

Background

20th Century Fox wanted to create maximum impact and drive awareness of the theatrical release of its comedy, 'The Rocker'. The film studio identified social networks as a key platform to leverage, on account of their brand integration solutions, enviable audience engagement scores and viral opportunities.

The film featured an ageing rock star and his last chance at fame. MySpace, with its millions of registered bands, audience of 7.1m music loving Brits¹ and leading music content was the clear partner of choice to host the campaign

MySpace is also renowned for attracting fans of the silver screen. They are 21% more likely than the national average to be heavy cinema goers² (go once/month+) and 39% of MySpace users regularly visit film listing sites (compared to the UK average of 29.5%³). This prompted the creation of MySpace's standalone film site *Trailer Park* and the *Black Curtain* community which brings advanced screenings of the latest blockbusters to an audience of film fanatics.

Campaign Objectives

- Create excitement for the theatrical release of 20th Century Fox film 'The Rocker'
- Generate campaign endorsement/credibility from actual bands and drive awareness of film tagline 'Live the Dream' by running a rock band competition with Kerrang!
- Reward user engagement and further drive awareness through spot-prizes offered by campaign partner Epiphone

Add to friends Add to favourites Forward to friend Send a message



20th Century Fox brings you *The Rocker*, a laugh-out-loud comedy starring Rainn Wilson (*The Office US*) and Emma Stone (*Superbad*), about an ageing failed drummer called 'Fish' who gets a second chance at fame by joining teen band A.D.D with hilarious results.

A.D.D are made up of an ironic punk bass girl, a tortured soul for a lead singer, a computer nerd keyboardist and a sometimes naked, always crazy, louder than life drummer. A real "Motley Crue" of misfits!

Black Curtain

The Rocker

See it on October 19th before it hits cinemas!

This exclusive screening is free and your MySpace profile will be your ticket. Just follow the simple steps below for your chance to attend this special event!

1. Add both *The Rocker* and *Black Curtain Screenings* as friends
2. Send mypacescreenings@premierpr.com a message with your full name, email and phone number
3. If you are contacted by us, just print out your profile and bring it along on the night (your guest will need to do the same)
4. Also, make sure *Black Curtain Screenings* and *The Rocker* are BOTH in your top friends before you print

MySpace will choose the winners at random for the friends of the *Black Curtain Screenings* profile.

Winners will be notified by phone and may bring one guest along. Entrance will be on a first come, first served basis so winners should arrive early to avoid missing out!

Rock on!

Add to friends

Visit Black Curtain

The Rocker Winning Band

Check out the winner of the exclusive MySpace and Kerrang! competition- Auburn and their track 'Run'



And if you want even more Rocker action, check out <http://www.rockermovie.co.uk>

View all entries

View all entries



Trailer



The Rocker Extended Trailer

@myspace.tv.com

Add video to profile

- The Rocker Trailer
- Rainn Wilson Exclusive 1
- Rainn Wilson Exclusive 2
- Rainn Wilson Exclusive 3

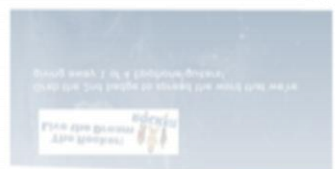
More Videos

Shout it out loud



The Rocker: Live the Dream

Grab the 2nd badge to spread the word that we're giving away 1 of 4 Epiphone guitars!



Shout it out loud

- Show album pictures 2
- Show album pictures 2
- Show album pictures 2
- Show album pictures 2

More Videos

The MySpace Solution

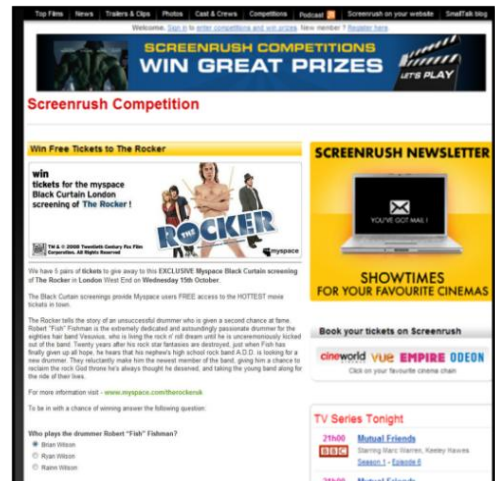
20th Century Fox and MySpace created a custom community for the film, featuring a competition to drive interaction and promote awareness of *The Rocker*. MySpace bands were invited to upload a track to *The Rocker* community in a bid to become the band on the community to *Live the Dream* and win money can't buy prizes including an interview and photo shoot in Kerrang! magazine and an interview on Kerrang! Radio. The winning band would also receive VIP treatment at the *MySpace Black Curtain* film preview and receive Gibson music equipment. To drive engagement with the audience and fans of the bands competing, *The Rocker* community awarded spot-prizes of four Epiphone guitars to users rating tracks entered by the bands. Users were also encouraged to display 'badges' on their MySpace profiles to show their support and spread the word amongst their network of friends. There were also badges for acts to feature on their band profiles to prompt their fans to vote and further drive campaign engagement.

Traffic was driven to *The Rocker* profile via display media, editorial promotions and featured placements within MySpace, the MySpace homepage, user homepages and the *Trailer Park* and *Black Curtain* communities. The campaign was also promoted in bulletins sent to every MySpace UK user and via print media in Kerrang! magazine.

The media placements were supported with a full PR campaign in *Empire*, *Screen Rush*, *Zavvi*, *Get Closer* and *Comedy Demon*.

The campaign climaxed with a special preview of the film, hosted by *MySpace Black Curtain*. Visitors to *The Rocker* and *Black Curtain* could win tickets by adding both communities to their list of friends, further driving affinity with the film and extending the reach of the campaign amongst the personal networks of the target audience.

View footage of the *MySpace Black Curtain* preview of ['The Rocker'](#)



Results

This campaign was an excellent example of leveraging the core strengths of MySpace to create an impactful and engaging campaign. No other media owner can boast the same coverage of UK bands/acts who, through their participation in the competition endorsed the campaign and drove awareness amongst their fan bases (1,133 bands entered, making it one of the most successful MySpace UK band competitions ever). This was illustrated through a massive 34,279 votes and an average dwell time of 4 mins 35 secs. Effective targeting and leveraging relevant areas such as the MySpace homepage and *Black Curtain* community boosted awareness and enthusiasm for the campaign and resulted in strong click through rates, such as 0.13% for the MPU ad placements. The *Black Curtain* preview screening was oversubscribed, but those lucky enough to get tickets were treated to a VIP attendance of the winning band and handed a goodie bag containing a copy of Kerrang! featuring the interview and photoshoot.

Conclusion

MySpace's reach of film fanatics made it a natural choice for 20th Century Fox. Furthermore, by leveraging the millions of registered UK bands on MySpace with a simple but highly regarded competition, the film studio was able to extend the campaign beyond the media placements and simultaneously benefit from band endorsement. These elements, combined with the scale and range of advertising solutions, resulted in a campaign which prompted an engaged target audience to positively interact with the film and delivered impressive brand awareness from inception.

Quote

"MySpace was an obvious choice of media partner to spearhead the promotion for 'The Rocker' due to its heritage with UK bands and ability to reach a huge number of music and film loving users. The partnership with Kerrang! helped to reinforce the credentials of the campaign and was an innovative solution to interact with our target audience. The impressive number of entries and voters indicates a high level of interaction with MySpace users and contributed to an all-round successful promotion"

Jennifer Tang, Media Promotions Manager, Twentieth Century Fox