

Sprout Engagement Case Study: Fast & Furious



On April 3rd, 2009 Universal Pictures released Fast & Furious 4. It made \$72.5 million in its weekend debut, taking the best opening weekend of 2009 from Monsters & Aliens. Fast & Furious stars Vin Diesel, Paul Walker, and Michelle Rodriguez.

Just three weeks before the movie was released NBC Universal contacted Sprout to help create an engagement campaign. The fourth movie of the series, Fast & Furious already had a lot of fans. With half a million fans on The Facebook Fan Page, Universal NBC wanted to give fans something special to keep them excited and reward them for their loyalty. They wanted a campaign that would bring together UGC with brand assets, something the Sprout platform does very well.

Sprout was able to deliver an engagement campaign in less than five days, blowing away the team at Universal. Because Sprout has its own technology platform, it is able to deliver incredibly high quality campaigns in a fraction of the time it would take to design and hand code it.

The Fast & Furious campaign allows fans to customize their favorite Fast & Furious car by adding music, videos and photos from the film, or the fan's collection. Once the fan is done personalizing their widget, that activity is shared with their friends across multiple social networks where others can engage and personalize their own Fast and Furious widget

A quick go-to-market, however, would be worthless if the campaign didn't deliver real results. Sprout provides customers with access to a reporting console that includes in-depth analytics, including Google Analytics Tracking for Adobe Flash. Reports include engagement time, Google Analytics data on end users, daily campaign results, traffic sources and detailed campaign metrics.

By the time the movie launched about 60,000 people visited the Sprout powered campaign. The conversion rate was 26%, meaning that more than a quarter of the people who entered the campaign portal published a personalized widget on either their Facebook or MySpace page for their friends to see. What's more, the average engagement time for the 38,000 people that entered the campaign was almost two minutes.

