

# Case Study : Disney - You Have Been Chosen

## THE BACKSTORY

To promote the release of Toy Story 3 in June 2010, Disney re-released Toy Story 1 and 2 with a complete digital 3D makeover in October 2009. Heading into the advertising campaign, Disney had over 250,000 fans on Facebook. They wanted to figure out how to best leverage these fans to help spread the word about the two-week run of the re-released films and to generate buzz for Toy Story 3.

## THE CHALLENGE

Disney and their agency, Avatar, came to Sprout looking for a unique, engaging application that would wow established Toy Story fans and new audiences alike. Disney and Avatar had several distinct needs for the Facebook application: they wanted it to incorporate part of the film's story line, showcase the trailer for Toy Story 3, drive ticket sales, and include a sweepstakes for tickets to the premiere of Toy Story 3. They also wanted to enable virality across the Facebook network.

## SPROUT'S SOLUTION

The "You Have Been Chosen" Facebook engagement application recreates a scene from the first Toy Story movie in which an alien is grabbed with an arcade game-style mechanical arm. In the Sprout-powered application, the mechanical arm pulls up a unique alien that the users can then gift to themselves or a friend. Each time users gift an alien, they are entered into the sweepstakes. The more aliens they gift, the better their chance at scoring a trip to the Toy Story 3 premiere. They can also share the campaign with their Facebook friends, who can then experience the application from right within their own News Feeds. Each of these friends gets to enter the sweepstakes too—and help Disney drive the virality of the campaign in the process.



The "You Have Been Chosen" application landing page on Facebook.



The friend selection interface where users choose whom to share an alien with.

## THE RESULTS

"You Have Been Chosen" is still live on Facebook, but in the first two months alone more than a third of the 100,000+ people who visited the application published an alien to their stream or to a friend's stream! In fact, the experience was so much fun that nearly half of those that participated came back later to share even more aliens. With an average engagement time of over 1.5 minutes, and thousands of Toy Story 3 trailer views, the campaign was a big hit for Disney.

## THE ROAD AHEAD

In just the first couple months of this campaign, Disney's fan count jumped by more than 35,000 fans, expanding Disney's viral-ready fan base for the next Sprout-powered Toy Story 3 application.



The Toy Story 3 trailer can be seen while the application sends aliens to the users network. A custom widget is posted directly into the fan's stream.