CASE STUDY

JOJO RABBIT

# Building anticipation for Jojo Rabbit

How we provided Eclipsed and Fox Searchlight with an attention-grabbing, multichannel campaign for the premiere of an award-winning film

CREATIVITY • PRODUCTION

Scroll down to read more

## The backstory:

An award-winning film. A fast-approaching theatrical release date. **Fox Searchlight's media agency**, Eclipsed, needed to build excitement and drive ticket sales for **Jojo Rabbit.**

- Multi-format
- Multi-channel
- Tight timeline
- High volume

JOJO RABBIT + DIGITALAND

They knew what they wanted. The challenge was finding a digital production partner who could handle the buildout for a large, **high-profile campaign** in the entertainment vertical. The final deliverables needed to work across multiple channels, while maintaining a crisp look and feel.

And Eclipsed needed the campaign to be built out fast, so they could get maximum exposure in the crucial weeks and days leading up to the film's release.

- Cohesive look
- Pixel perfect
- High-impact

## Project Stats

| 3 | 65 | 3 | 15 |
|---|---|---|---|
| Weeks turn time | Banners | Creative concepts | Formats |

## Services we've provided

- HTML5 animation
- HTML5 banner development
- Motion graphics video development
- Social media ad development

Request my project quote now

## Crafting red-carpet-worthy promos on a tight timeline

**Eclipsed** provided us with the key art files we needed to build the campaign's banners and videos.

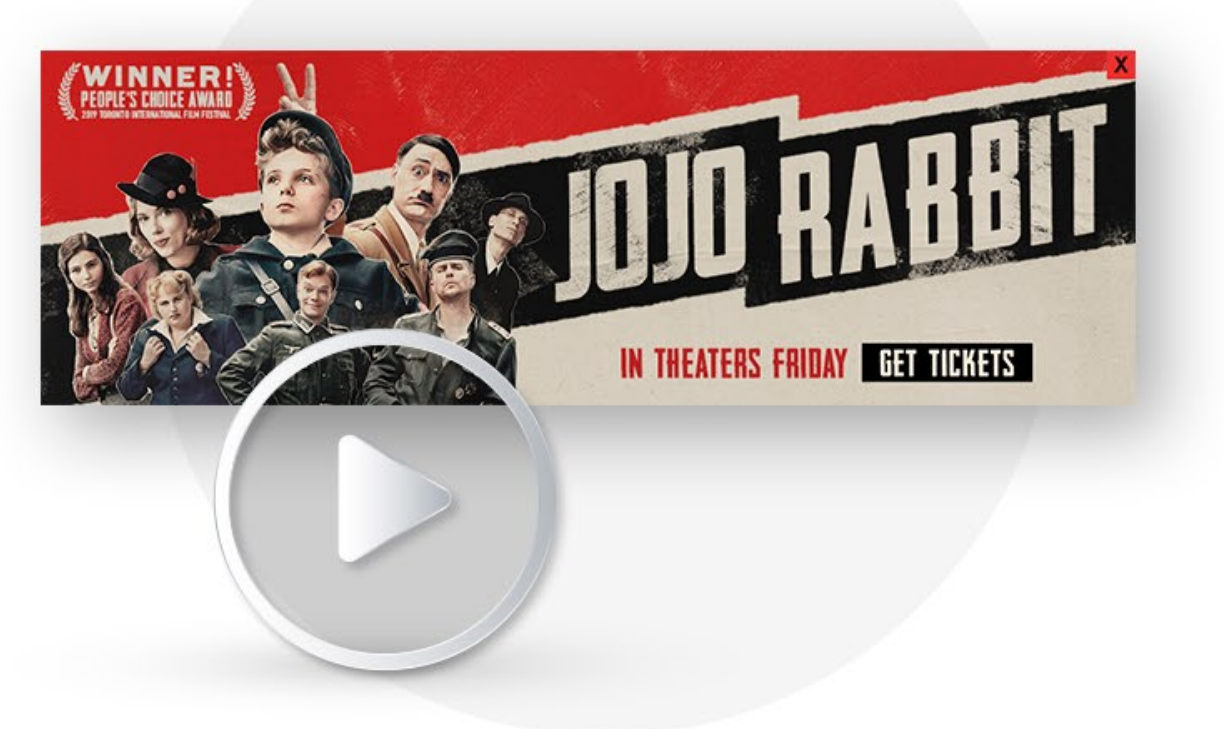
### The challenge?

Developing a concept and animation that stayed crisp and stood out across multiple channels.

IN SELECT THEATERS OCT 18TH
JOJO RABBIT
GET TICKETS!

### Getting the big picture in focus

Building excitement for an award-winning movie starts with telling the right story. We wanted to capture the **film's unique**, comedic personality. So we began by brainstorming different **creative concepts**.



988 x 320

### Staying consistent across every deliverable

Once we had a winning concept, we adapted it to each piece of creative, and their target channels. The focus was on keeping the **animation consistent**, no matter the device or platform.

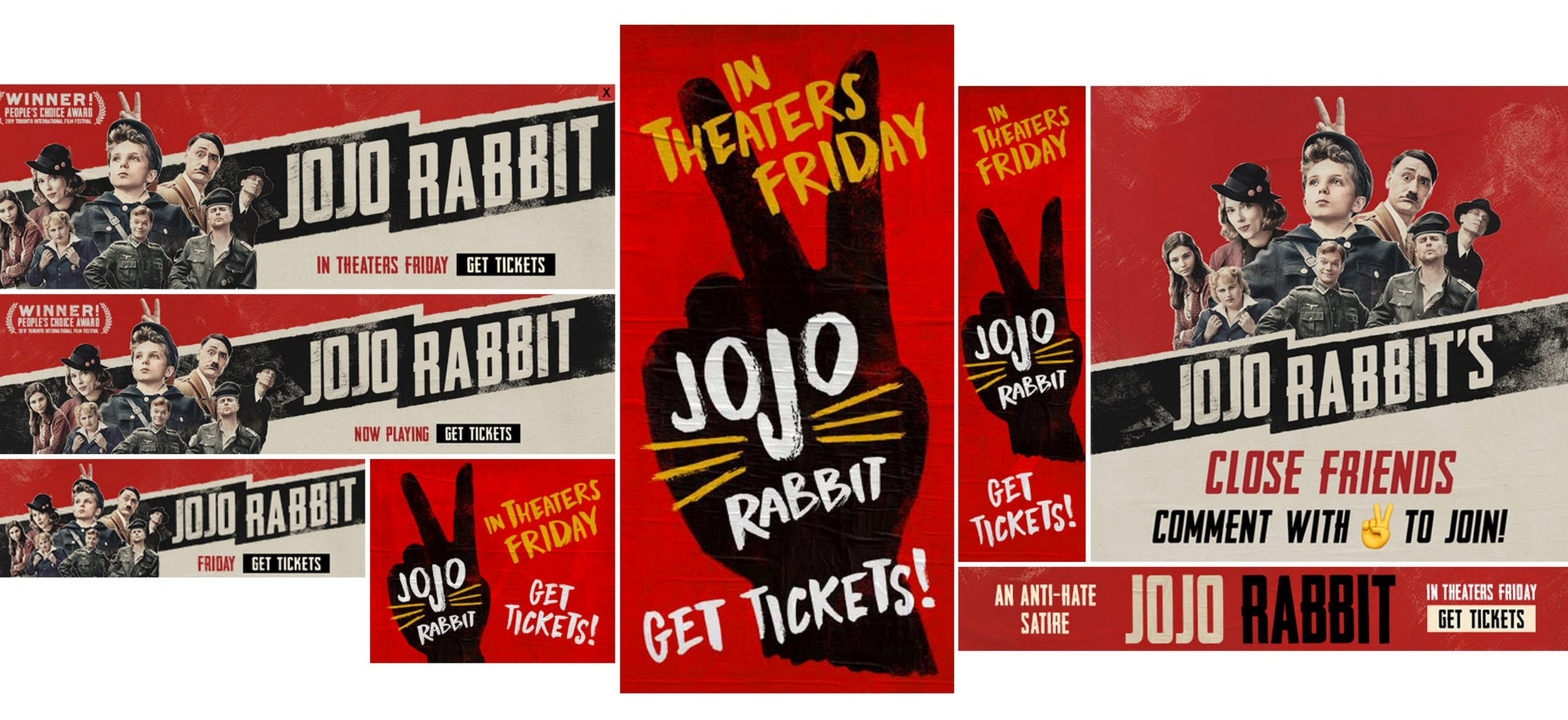
### Using whimsical detail and animation to grab attention

To appeal to different audiences, and break through banner blindness, each banner concept highlighted a different side of the **film's personality**. The creative assets we used were already unique and visually compelling, so we used animation as an accent to complement the visuals and messaging.

unique visuals

creative

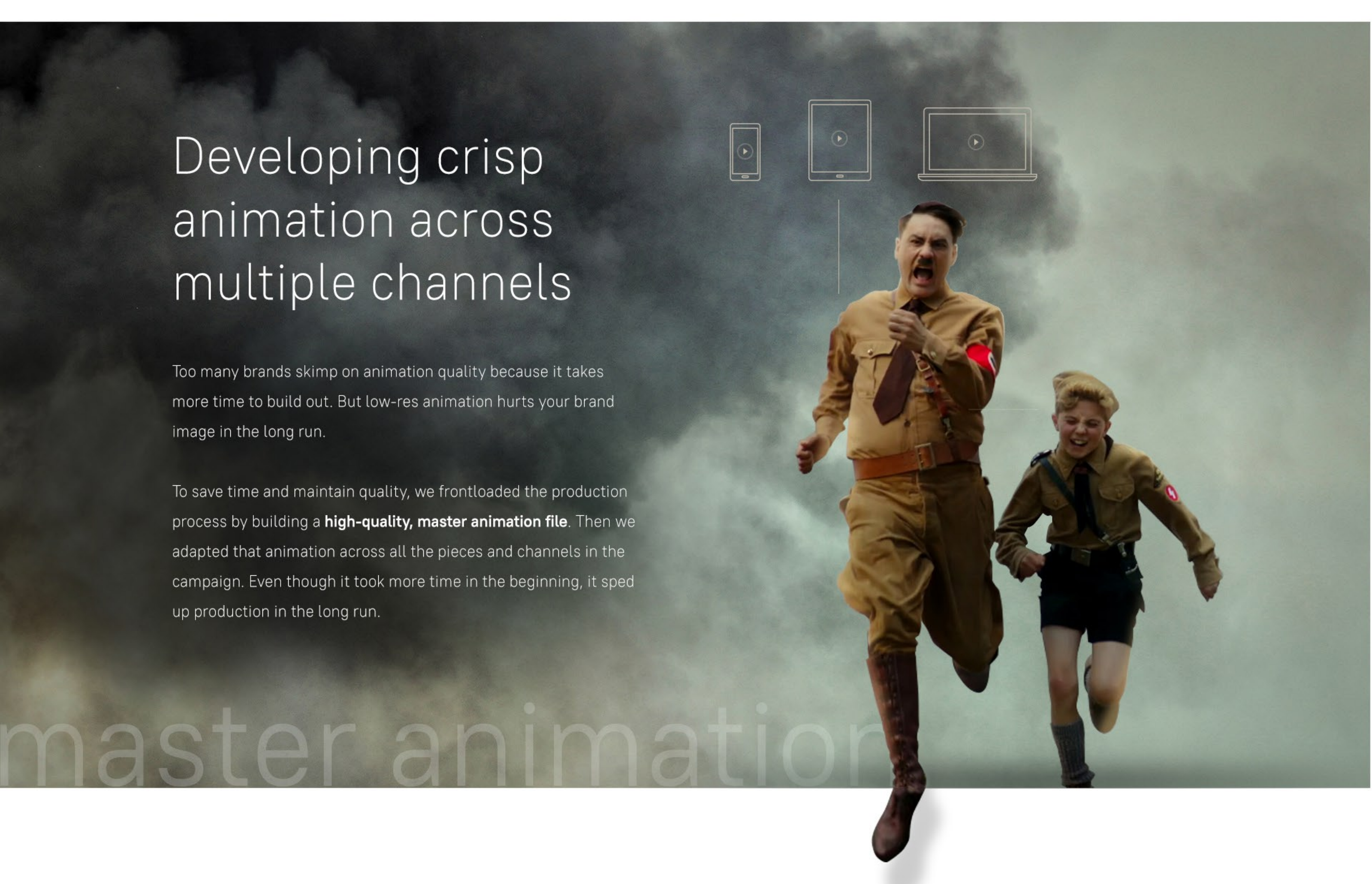
Request my project quote now



## Developing crisp animation across multiple channels

Too many brands skimp on animation quality because it takes more time to build out. But low-res animation hurts your brand image in the long run.

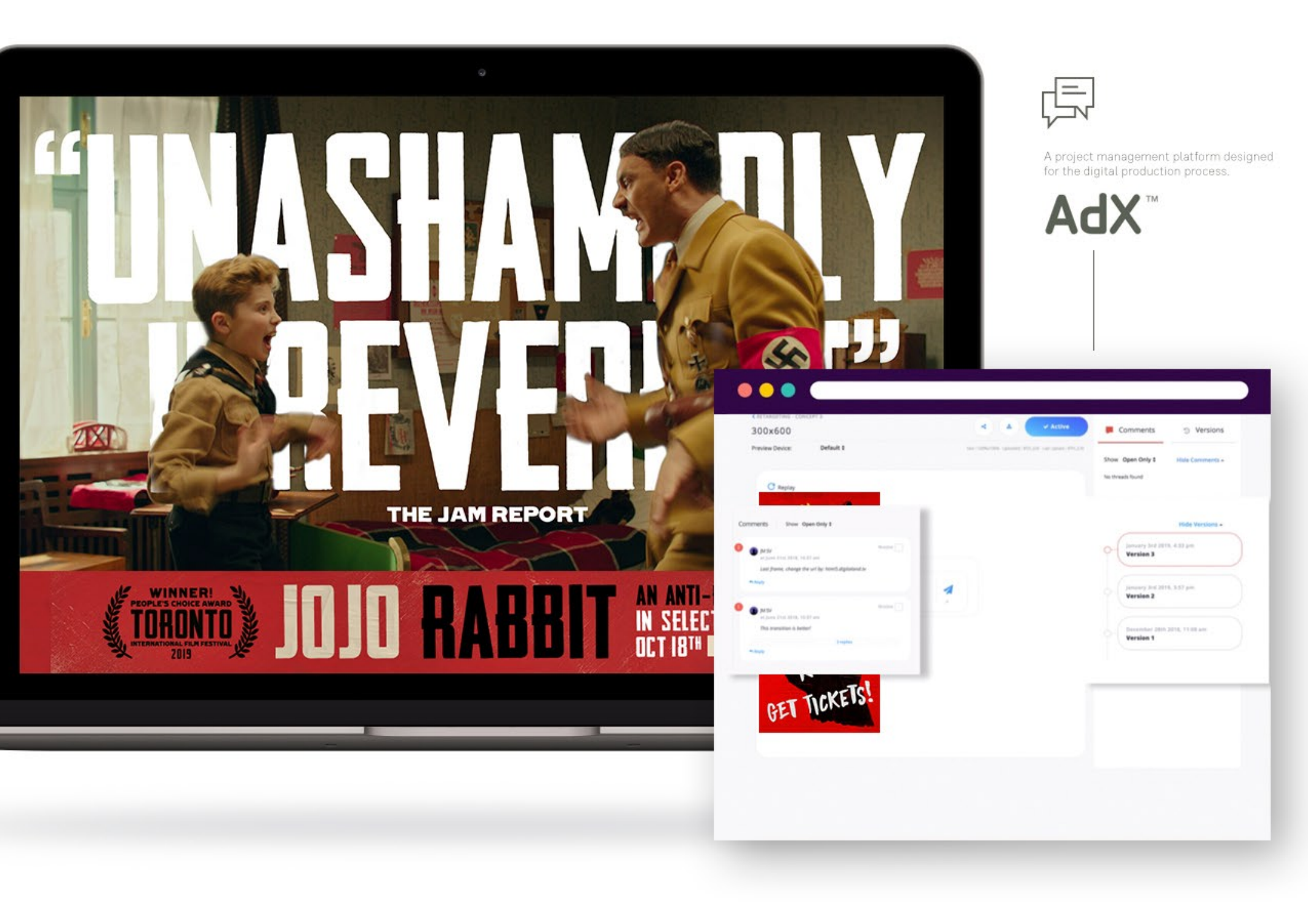
To save time and maintain quality, we frontloaded the production process by building a **high-quality, master animation file**. Then we adapted that animation across all the pieces and channels in the campaign. Even though it took more time in the beginning, it sped up production in the long run.



master animation

## Keeping everyone in the loop from start to finish

When you need to answer to a client, the last thing you want is to chase down an unresponsive team member or vendor. At Digitaland, we've always prioritized high levels of communication. Our motto? Communicate early, often and fast. Our proprietary AdX platform helped the Eclipsed team easily keep track of multiple deliverables in different formats. They just logged in to AdX for an instant status update, or to add feedback and approvals.



A project management platform designed for the digital production process.

AdX™

## Hitting tight timelines every time

In the entertainment industry, timelines are constantly changing. Brands – and the agencies that represent them – need reliable digital production partners who can deliver **quality work on schedule**.

**Eclipsed** knew **Digitaland** had a proven process and track record for handling **high-profile, high-volume** productions. That's why they asked us to take on the Jojo Rabbit campaign.

Since Digitaland handles everything in-house with a dedicated design, development and copy team, that means **faster delivery times** and less hands-on management time for our clients.

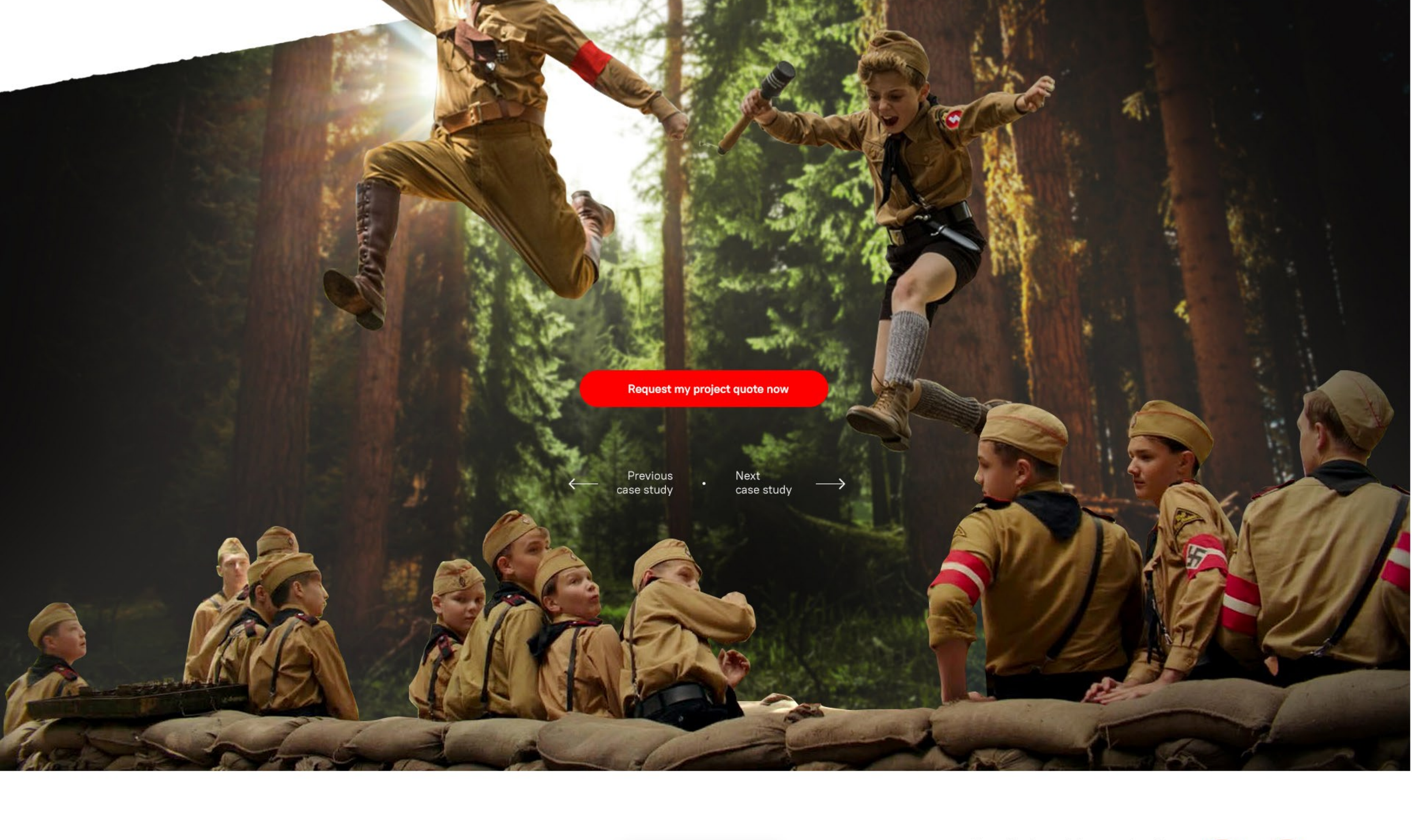
JOJO RABBIT'S
WINNER! PEOPLE'S CHOICE AWARD
JOJO RABBIT
WINNER! PEOPLE'S CHOICE AWARD TORONTO INTERNATIONAL FILM FESTIVAL 2019
JOJO RABBIT
AN ANTI-HATE SATIRE
IN THEATERS FRIDAY
GET TICKETS

quality work

## We're your on-demand digital production team

Digitaland does it all, so you don't have to. Free up your resources so you can....

- Scale your business
- Reduce production costs
- Reduce hands-on management time
- Build better client relationships



Request my project quote now

← Previous case study • Next case study →