

Customer
NBC Universal

Industry
Entertainment



We worked with Reve Marketing to create a custom quiz featuring the canine stars of A DOG'S PURPOSE that had over 1 million people participate. The Reve team did a great job in servicing our business and delivering a quality experience as part of our campaign.

— **Doug Neil, EVP Digital Marketing, NBC Universal**



OBJECTIVE

An online trivia quiz helped NBC Universal drive engagement and create pre-release social buzz for the movie, A Dog's Purpose, with millions in their target audience.

SOLUTION

Reve Marketing powered a fun quiz available on the movie's website and via Snapchat ads, which engaged consumers with content based on the movie. Participants took a trivia quiz that revealed which of the four main movie characters they were most like. Specifically:

- Quiz provided a dynamic experience, with randomized and tie breaker questions.
- Participants could share their quiz results via Facebook, Twitter, email or a link.
- User experience was designed so consumers could complete the quiz in less than 1 minute it.
- Campaign was promoted on Facebook, the official movie website, and in Snapchat ads.

RESULTS

