

Mobile Activity Details

Client - Group M

Activity - Mobile Alarm Application

Brief - Star Movies wanted to keep the viewers glued to the screen when Pirates of the Caribbean was about to feature on the channel.

Solution –

An application was created to remind the viewers to tune into Star movies on the d-day just 10 minutes before the movie was about to feature. This application worked like a count down until the movie began. The count down that looked like skull started 10 minutes before and ended leaving a message that read,

“Pirates of the Caribbean featuring on Star Movies tune in now”

Call to Action –

Users could download the application on their phones via links published on mobile operator’s deck and various other content properties on mobile.

Branded wallpapers and themes were also available.

Results –

There were thousands of downloads for this application and content.

This was an interesting activity for the channel too, as maximum crowd was pulled with just one alarm application.

