

## CASE STUDY

# SLING TV and Operam Party On, with a Successful PVOD Release

sling × operam



SLING TV was the first to market with a Live OTT app and has sought to push the boundaries on advancing the TV ad experience. Operam, being an early adopter of CTV and OTT initiatives, identified SLING TV as a service that could reach incremental audiences.

In early 2020, on the cusp of the summer blockbuster season, as major studios revved up their marketing efforts for record-breaking releases, it happened: COVID-19 broke the box office. With critical markets closed to theatrical distribution, massive losses loomed. But while an entire industry panicked, Orion Pictures and Operam focused on the task at hand: driving on-demand success for Bill & Ted Face the Music. Operam worked to reinvent the studio release marketing funnel for the streaming space, ensuring profitability across a broad audience, by leveraging SLING TV. As an early adopter of CTV and SLING TV advertising, Operam recognized the full potential of success.

## THE GOAL

Beset by the pandemic and its theater closures, Orion sought a path to success for its long-awaited franchise film, **Bill & Ted Face the Music**. Toward that end, they needed to promote their film to the widest audience possible to maximize PVOD streams, and in turn profits, which would rely on leveraging new and unique strategies. A relatively new concept, PVOD still had a veil of mystery around it, having really only seen a handful of successes in 2020, such as Trolls World Tour. Having had previous success with SLING TV advertising, Operam recognized that for this effective targeting capabilities and reach was the ideal component to make a profitable PVOD release a reality.

## THE PROCESS

Over the course of 2020, the pandemic caused a large influx of stay at home. This resulted in a spike in time spent on streaming devices seeing an increase in 81%. The increase in adoption of the channelholding attention. Two keys to successfully build brands awareness with consumers. With ample experience the theatrical and home entertainment markets, Operam sought to leverage those understandings by creating a plan of attack that utilized more CTV than typical campaigns. Operam then constructed an optimized PVOD push paired with an accompanying theatrical push. As a digital first agency, Operam managed a two-thirds digital, one-third television campaign, a mix that is rarely mirrored by other theatrical releases. As a key part of that plan Operam turned to it's long time partner and first Live OTT app, Sling TV. Based on the target audience and how it aligned with Sling TV's usage data it would work out to be an integral part to the CTV and holistic media strategy.

With ample experience in the theatrical and home entertainment markets, Operam developed a plan to make SLING TV an essential element to a CTV and holistic media strategy. This core piece helped optimize to support the PVOD and the accompanying theatrical push. As a digital first agency, Operam managed a two-thirds digital, one-third television campaign, a mix that is rarely mirrored by other theatrical releases.

In order to drive initial buzz, identify key audiences, and apply sentiment analysis, both an announcement video and Superbowl spot were launched. Operam leveraged their understanding of the behavior of device and media consumption, to test various assets during tentpole events to identify key audiences 6 months out. The plan flushed out for the campaign was divided into five separate "campaign flights", with distinct success metrics defined for each stage:

- Pre-Announcement
- Trailer Drop
- A main flight, intertwining theatrical and PVOD strategies, leading up to preorder traffic
- Available Now for PVOD and Theatrical
- Initial Holiday Sale

Using the power and reach of SLING TV advertising, Operam was able to successfully reach the core Bill and Ted Face the Music's audience. Continual iterations and optimizations of creatives paired with SLING TV's targeting options were implemented along the way, determined by each specific flight's KPIs. SLING TV was instrumental in providing the opening weekend push that was needed.

## THE RESULTS

The PVOD release brought in \$32M in addition to a \$3.5 million limited theatrical release, all in 3 weeks post release. With a \$15M marketing budget and a production budget of \$25M, Orion is slated to make a solid profit from PVOD alone (based off of historical benchmarks, Orion is set to make approximately \$50m from PVOD alone). According to [Deadline Hollywood](#), once the Ticket Sales and TV deals are factored in, the film will turn a healthy profit. As the agency responsible for the PVOD success of Bill & Ted, Operam was able to work with SLING TV, to find the correct audiences with the right strategies, generating a profitable film for the studio.