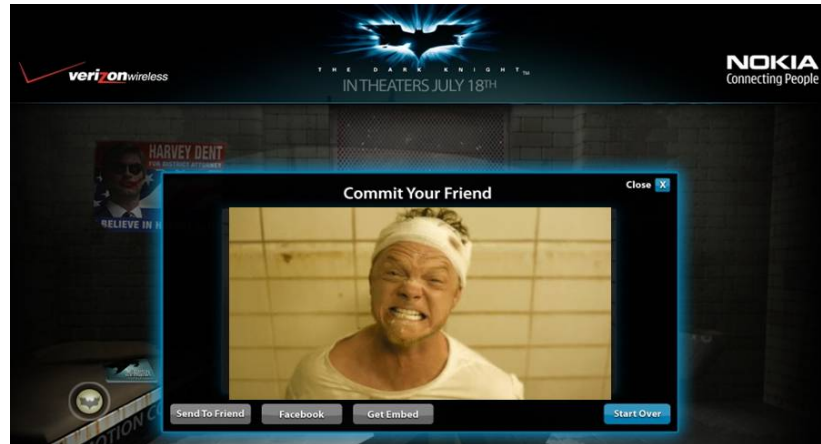


## Viral Campaign Case Study: Verizon's *Commit Your Friends*



### Overview

How do you turn an insane asylum into a killer viral campaign? Let people commit their friends!

Moxie Interactive and their client Verizon Wireless wanted to promote the *Gotham City* microsite – a cross-promotion for the new Batman movie, *The Dark Knight* – and teamed up with Oddcast to create an interactive viral campaign called “[Commit Your Friend](#).” The campaign featured Oddcast’s groundbreaking [3D VideoStar](#) technology, which seamlessly converts photos into realistic 3D faces and allows users to become the stars of any movie clip.

### Hitting the Mark

Oddcast integrated a thrilling Batman-themed video into the viral site: users uploaded a photo of their friend to be mapped onto an inmate in the video. When the friend received the video, they were treated to the experience of walking through a creepy hall in the *Arkham Asylum* to discover that the final and most dangerous inmate is themselves!

The viral campaign was a key component of the site’s goal to generate maximum traffic and buzz in a simple and entertaining fashion. By allowing social media distribution, the campaign successfully spread the word about the site and the movie. Each posted or emailed video transported users directly into the *Gotham City* microsite, allowing recipients to learn more about the movie, get involved with the brand, and create their own personalized and share-able video.

### Performance Metrics

Within the first two months of the campaign:

- **410,000** *Commit Your Friend* videos were played.
- Emailed videos were opened and played an average of **2.6** times each.
- **23%** of recipients went on to create and send their own video.
- **40%** of visitors to the site created a video.
- The average time spent on the site was **5:47 Minutes**.