



The Challenge

Naked Penguin Boy, was commissioned by Paramount Pictures to create the online toolkit to promote the International theatrical release of Madagascar 2: Escape to Africa. (We had worked on the original Madagascar and knew the brand well)

Task: “Create a series of advertising banners and content to engage consumers with the Madagascar brand, building on the charm and appeal of the animation and its strong characters”

Strategy

To fully engage consumers we needed high impact advertising with interactive properties. We wanted to stand out online and we wanted consumers talking about the brand and interacting with the advertisements. For consistency and to improve brand awareness we used the catchy song “Move it, Move It” and a series of enhanced banners highlighting the various characters dancing to the music, throughout the campaign.

We brought in streaming videos and character downloads allowing consumers to grab wallpapers and buddy icons directly from the banners. One particular attention grabbing banner, was an MPU that included a fully playable game racing around the savannah avoiding obstacles.

The campaign also included ground breaking ad formats for a Yahoo takeover. We designed a floating ad to Mpu banner for the Yahoo frontpage takeover and for Yahoo Movies Homepage takeover with an exclusive LREC, Wallpaper ad and the new exclusive format the exSpondo which is an expandable SPON banner.





Penguins to the rescue!

The of course there was 'The Penguin Shuffle' Game – Where Alex, Marty, Melman and Gloria need your help to get Skipper, Kowalski, Rico and Private safely onto the plane to fix it. Over 4 increasingly difficult levels you're against the clock to achieve the best score to add your name to the leader board.



Results

The Penguin Shuffle game alone recorded over a million plays and the results are summed up in this news clip below ... Paramount/DreamWorks' "Madagascar: Escape 2 Africa," which began a record-busting rollout in late October in Eastern Europe, hit the jackpot during the weekend, roaring to an estimated \$52.2 million from 5,129 locations in 35 territories. The film's foreign gross soared to \$125 million, thanks to openings in key European markets plus strong holdovers.

In the U.K., the zoo brigade charged in at No. 1 to \$9.5 million from 517 screens. The animated entry also was No. 1 in Germany (\$11 million from 820 screens), France (\$9.8 million from 779), Mexico (\$4.2 million from 438), Belgium (\$1.6 million from 115), Argentina (\$1.2 million from 102) and Austria (\$1.1 million from 101), with Peru (\$1.1 million from 101) completing the over-\$1 million scorers.

Resources: THR.com

