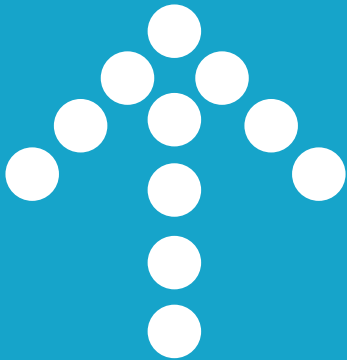


## Case Study

### “Alvin and the Chipmunks” Campaign for 20th Century Fox

Click through rate of 500% above industry average



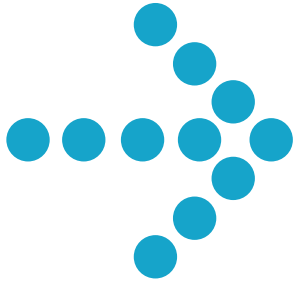
### Background

- The campaign was live from 30th November 2007 to 30th December 2007.
- The ValueClick Media network was selected by 20th Century Fox because it offers uniquely high and diverse coverage of the youth demographic and has exclusive deals with some of the best children’s sites in the UK. Additionally, ValueClick Media’s network is transparent and can demonstrate the quality of its sites.
- The client also ran TV adverts, magazine features/adverts, film trailers and posters in cinema and stands in shopping centres.

### Client Objectives

The key objectives were...

- To increase awareness amongst children aged 4-9yrs old.
- To create awareness on high quality sites and to generate click-through to the Alvin and the Chipmunks website.
- To encourage children to download video content and increase interaction time on the website.
- Generate awareness amongst children whilst they are online with their parents.
- Build familiarity of Alvin and the chipmunks with a new child audience.



## ValueClick Media's Approach

- The campaign from 20th Century Fox to target children immersed within the “squeaky cheeky world of Alvin” included driving views of the trailer and uptake of the Alvinizer application.
- ValueClick Media has provided exclusive site representation, with 92% coverage of the youth audience, visibility on a combination of entertainment and education sites across a transparent network.

## Results

- The campaign saw 20th Century Fox's brand displayed in front of 14,000 children, thereby achieving great, concentrated brand impact.
- Alvin and the Chipmunks had the highest number of trailer downloads against other 20th Century Fox campaigns, and generated an interactivity rate of 38% above the average.
- During the campaign, a click through rate of 500% above industry average was achieved.

“ValueClick Media are the best network we have worked with for targeting the youth demographic. Their exclusive site representation and varied contextual placements allow us to drive cost effective response within quality environments amongst an otherwise hard to reach demographic.”

William Lake, Account Director,  
Vizeum

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