

Consumer Research: LEGO Batman Movie

To celebrate the release of The LEGO Batman Movie, Warner Bros. Pictures Canada executed an extensive OOH campaign including subway train wraps, station murals, DOOH and experiential stunts. Exciting creative promoted the film's opening while showcasing a number of new characters both good and evil.



Media Agency: OMD
Creative Agency: Warner Bros. Direct
Year: 2017

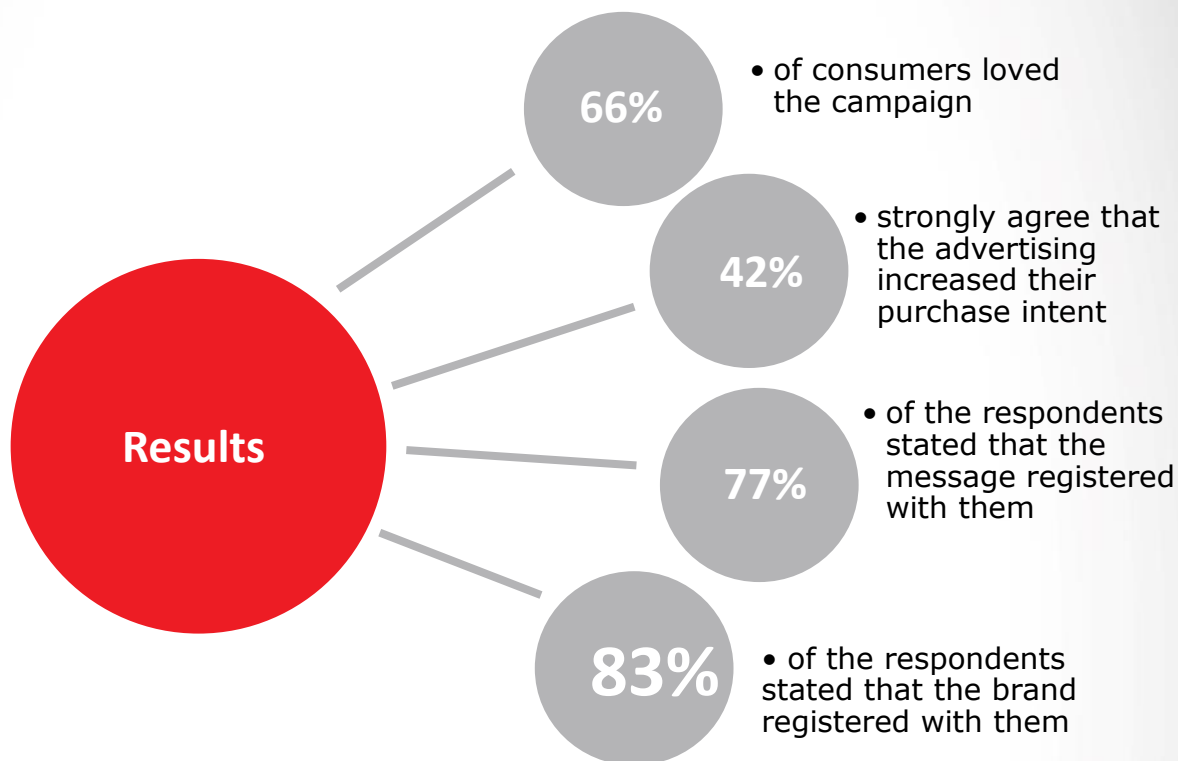


Research Sample

- 400 Adults 25-54
- Movie goes past year
- Market: Toronto, Montreal, Vancouver

Main Message Key Feedback

- Funny and bright ads drove interest in the movie. Some confusion with the Lego Toys.



▶ Consumer Comments on Main Message

“Go see the Lego Batman movie ”

“The Batman movie is coming out”

“Promotion of Batman movie”

“Release of new Batman movie”

Source: BrandSpark Consumer Panel 2017