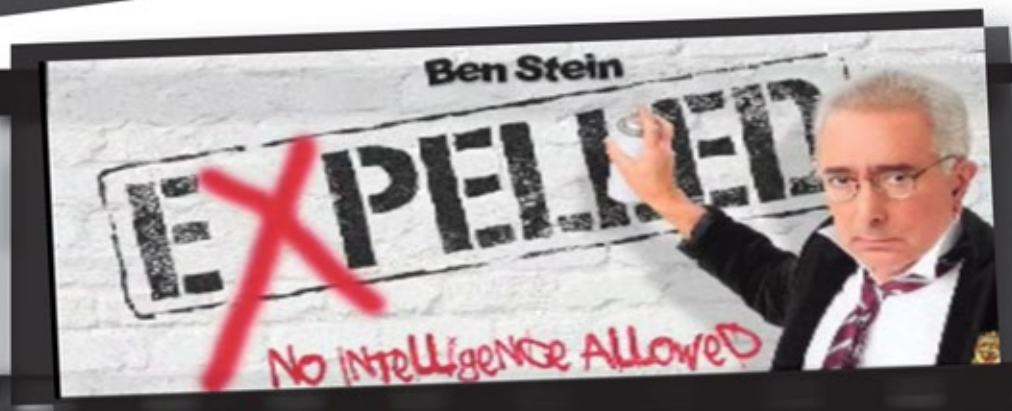


## Case Study:

**GodTube**  
FIND YOUR PURPOSE.



## “Expelled: No Intelligence Allowed” and GodTube

### The Introduction

The film "Expelled: No Intelligence Allowed" sheds light on the plight of scientists and educators worldwide who have lost prestigious positions over their inclusion of intelligent design in the debate on the Theory of Evolution. It places a spotlight on those clinging to evolution with a religious fervor so intense that they want all other viewpoints silenced, even if it means expelling intelligent, fully qualified scientists from their jobs. The film release by Premise Media charged Motive Marketing and New & Improved Media with creating the interactive marketing buzz for the film.

### The Challenge

Motive Marketing and New & Improved Media needed to establish and create a dialogue from the Christian community while establishing an online awareness and build up the pre-release excitement for the film. They also needed to engage with the GodTube community of Christian believers to create a word-of-mouth buzz around the film.

### The Solution

GodTube came together with Motive Marketing and New & Improved Media to make this launch successful in a non-intrusive way through a targeted integrated plan that complemented the ongoing marketing efforts for this film. This was done by targeting GodTube's Christian community of dedicated users with a strong online marketing campaign that encouraged our subscribers to debate and discuss whether or not the freedom of inquiry has been expelled from publicly-funded high schools and universities. The marketing strategy included a rich media banner campaign, several film clips and trailers featured on GodTube's main video player, and five promoted and featured videos placed within prime locations on the site. The goal of this campaign was to have an Expelled-themed week where the homepage of GodTube was overtaken with videos, clips, banners, and overall discussion about the movie Expelled.

### The Performance

The video clips and banners struck a chord with the GodTube users as the promoted videos were viewed 62,354 times in a one week period. The videos were shared and emailed 676 times throughout the week. The auto play of the trailer on the home page player had 386,509 impressions in 7 days. The 2.5 million banner impressions were delivered over 7 days with an **average click-thru ratio (what does this mean?)**. Lastly, the movie topped the box office top 10 and ranked 5th in revenue generated for the week. An even more surprising result: the film did this on less than 1,000 screens.