

WARNER BROS. GAMES

Harry Potter: Wizards Unite

Background

- Warner Bros. Games wanted to create buzz and drive pre-registrations for the upcoming *Harry Potter: Wizards Unite* augmented reality mobile game.

Plan

- Early in the planning process it was identified that cinema would be a key channel for teasing the game given the cinematic heritage of the franchise. Warner Bros. wanted to reveal more about the game in two strategic bursts and capitalised on the theatrical slate to achieve this.
- Burst 1 would engage the core Wizarding World fans by launching the first teaser trailer in the ad reel ahead of *Fantastic Beasts: The Crimes of Grindelwald*.
- Burst 2 would engage fans of *Pokémon Go* (as *Wizards Unite* had also been developed by software company Niantic) by launching the second major trailer in the Gold Spot ahead of *Pokémon: Detective Pikachu*.
- The contextually relevant and engaged nature of the audiences for both films meant Warner Bros. could create a real 'moment' in the reel, reigniting the fandom and building anticipation and excitement that could then be amplified by a wider digital content strategy ahead of release.

Results

- Harnessing the captive audience before both *Fantastic Beasts: The Crimes of Grindelwald* and *Pokémon: Detective Pikachu* meant relevant fans were engaged and could become advocates for the game well before launch. Helping Warner Bros. Games drive buzz and excitement, social sentiment tracking also showed that cinema helped drive huge amounts of online conversation.
- Making cinema the home of the exclusive teaser propelled *Harry Potter: Wizards Unite* into a zeitgeist moment that drove conversation, word-of-mouth and ultimately made it one of the most pre-registered apps ever on Google Play Store.



Campaign Details

Sector	Gaming
Target Audience	16-34 Adults
Package	Film packs
Creative Agencies	Wieden + Kennedy US
Media Agency	PHD
Duration	60"