

A MICHAEL BAY FILM

TRANSFORMERS

REVENGE OF THE FALLEN



REVENGE IS COMING

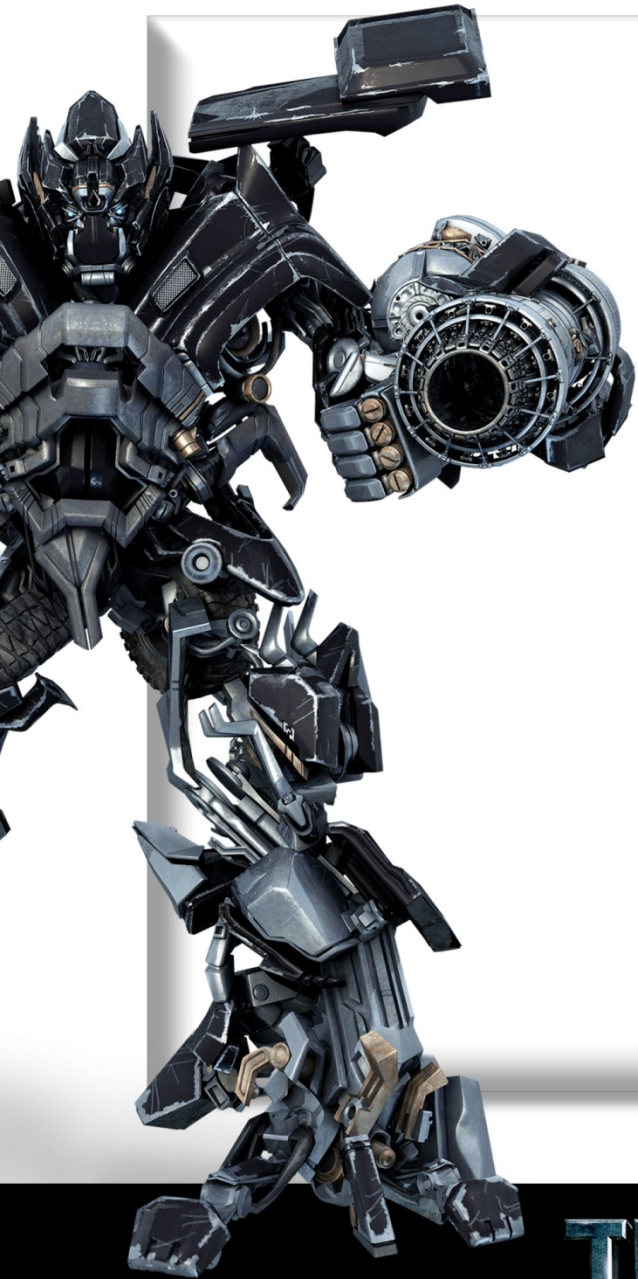
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The Hype



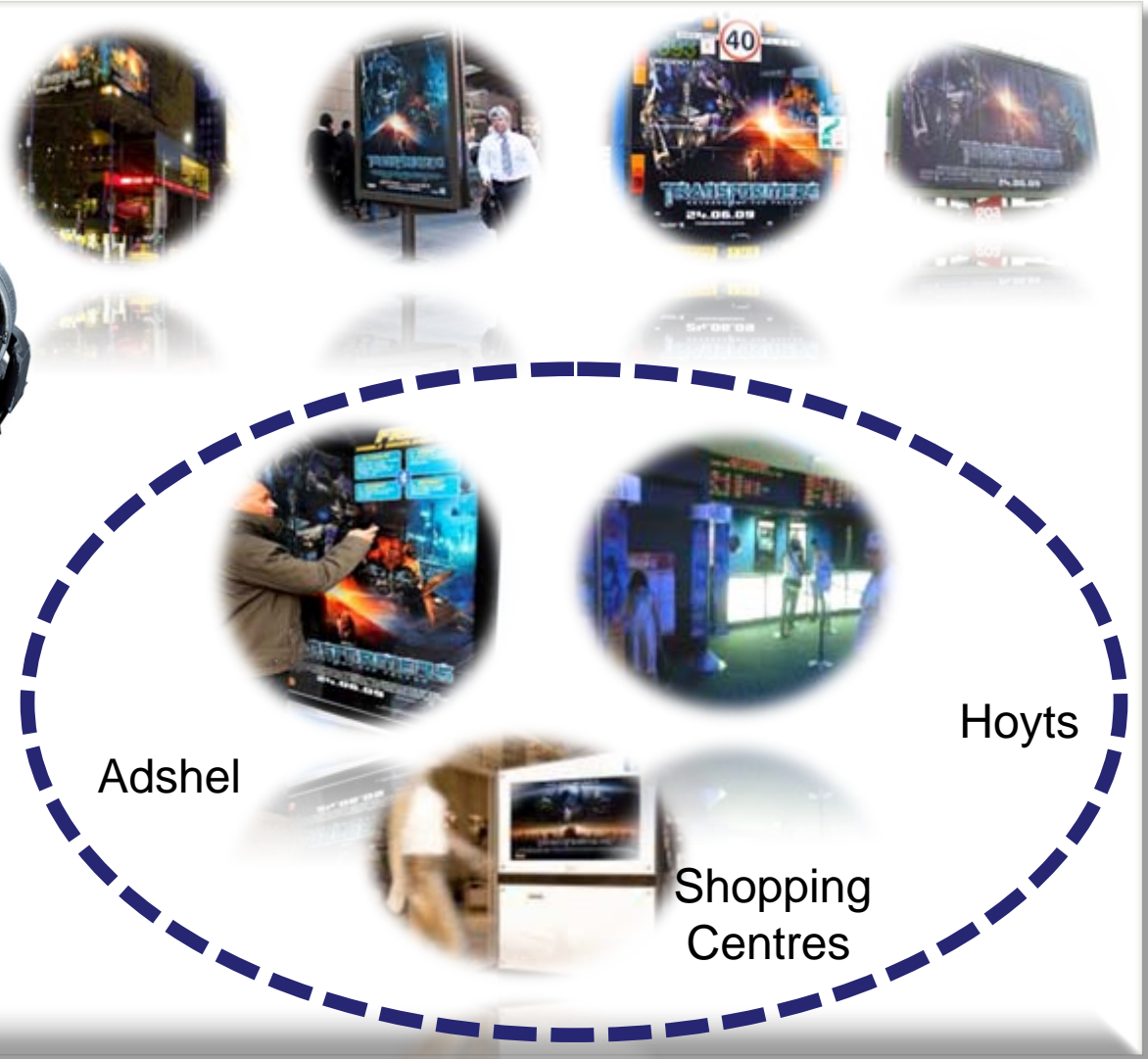
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Our Digital Target Audience



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The Outdoor Campaign





Original Transformers Ringtone

30 Second Trailer



Wallpaper

Shelter Wraps



TRANSFORMERS
REVENGE OF THE FALLEN

Shelter Wraps

FREE
MOBILE DOWNLOADS HERE

1. ACTIVATE
Scan the QR code on your mobile phone and accept the download settings to receive "How to get" or "Find out"

2. WAIT
To receive an invitation from the Transformer's Bluetooth

3. ACCEPT
The invitation to scan the FREE download program

4. REPEAT
The process to get more FREE mobile downloads

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REVENGE OF THE FALLEN

24.06.09



TRANSFORMERS
REVENGE OF THE FALLEN



T1 vs T2



Share of Spend



		Transformers	Transformers: Revenge of the Fallen
Press		9.2%	3.6%
Mags		0.1%	0.5%
TV		66.2%	51.3%
Radio		0.0%	3.8%
Outdoor		20.4%	23.3%
Digital	Online	2.3%	7.1%
	Search	0.6%	0.3%
	Mobile	2.9%	3.6%
Other		0.5%	0.5%
Exhib Com		4.8%	6.2%

Awards



WINNER of 'Best Mobile Advertising & Marketing' campaign at the AIMIA (Australian Interactive Media Industry Association) Awards.

SHORTLISTED for global MMA (Mobile Marketing Awards) for best mobile campaign by channel and region – emerging technologies.