

TURNER HELPS WONDER WOMAN LASSO FANS

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Credit: Turner Ignite

Even a superhero can use an extra boost. If you're Wonder Woman, that boost might come from clever teammates like Conan O'Brien, "Robot Chicken" and the larger Turner family.

Last summer, Warner Bros. partnered with Turner to create custom branded content preceding the June 2 release of "Wonder Woman"—one of the most anticipated films of 2017. With a huge promotional campaign for the film already in place, how could Turner help the film break through? With the seamless integration of "Wonder Woman" across the powerful Turner portfolio—capitalizing on its beloved brands, iconic talent, and their loyal and socially engaged fans.

Each Turner partner provided a unique take on the Wonder Woman story, with efforts that protected and reflected the creators' distinctive brand voices, yet aligned with the film's campaign.

Team Coco produced a seven-minute in-show integration in which host Conan O'Brien asks "Wonder Woman" star Gal Gadot: "How did you transform yourself into Wonder Woman?" Gadot and her Czech trainer then instruct O'Brien in the finer points of swordplay, fistfights and horsemanship—albeit for O'Brien, on a slow-moving mechanical bull.

The segment and additional behind-the-scenes clips of the training session were featured and promoted on Team Coco's website and its YouTube, Instagram, Snapchat and Facebook pages. The segment itself garnered more than 10 million social video views before the film's release, plus extensive press coverage.

Adult Swim's fan favorite "Robot Chicken" used the show's signature stop-motion animation to create custom content explaining how Wonder Woman uses her Bracelets of Submission "to deflect things"—starring the voice of the film's star Chris Pine.

Meanwhile, truTV empowered Brooke Van Poppelen from "Hack My Life" to create custom content showing viewers how to bag a burglar using Wonder Woman's Lasso of Truth. Over on TNT, the network utilized high-impact moments to promote the film; special content ran during the second season premiere of the hit show "Animal Kingdom," while Turner Sports created an in-game enhancement dubbed the "Power Player Spotlight" that ran during the National Basketball Association conference finals.

Warner Bros. tasked Turner with creating this original branded content to drive views and engagement across social platforms—in an effort to maximize the film's opening weekend success. The studio's cross-divisional social video partnership with Turner reached a wide audience, with views exceeding 64 million. "Wonder Woman" did indeed earn more than \$100 million in its domestic opening weekend and ended its run as the third highest-grossing film in the domestic box office for 2017.

ABOUT ^{TURNER}ignite

Turner Ignite is focused on reimagining advertising. Powered by unrivaled branded content services, data-rich ad targeting capabilities, first-of-its kind social optimization tools and global distribution, Turner Ignite empowers brands to build more meaningful connections with consumers and drive return on investment at scale. The business unit is backed by Turner's wide-scale audience of diverse fans within its portfolio properties, including leading media brands Adult Swim, Boomerang, Cartoon Network, CNN, Great Big Story, HLN, SuperDeluxe, TBS, TNT, truTV, Bleacher Report and Turner Sports' high-profile coverage of the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, ELEAGUE, UEFA and professional golf. In addition, the company has digital sales partnerships with the NBA, NCAA and PGA.