



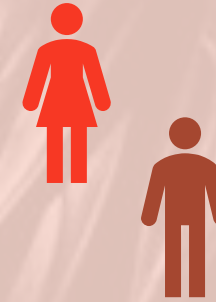
## **THE HUNGER GAMES: CATCHING FIRE**

Case Study Analysis: Digital Media And Brand Storytelling

Stephanie Curry:MKTG5604

## TARGET AUDIENCE

- Existing Fans
- Initially under 25 male and female demographic



## BRAND POSITIONING

- Brand Storytelling
  - Using new distribution platforms to create unique customer experiences
- Transmedia Storytelling
  - A technique used to allow the story to unfold across multiple media platforms
  - Garneres active participation of fans and end users in the story's expansion across these platforms





Social Media Marketing Campaign

**HUNGER GAMES  
MARKETING & BRANDING  
CAMPAIGN**

Target Existing Fans

Transmedia Storytelling

**TRADITIONAL  
MEDIA CAMPAIGN**

Creating Brand Awareness 3-6 Months Prior To Release Of Film

Using Established Elements Like Tv, Radio, Magazines Etc.



**INNOVATIVE APPROACH**



**Capitol Couture:** Online Magazine Highlighted Art, Fashion And Design From The Capitol



**CapitolTV:** YouTube Channel Featured Previews And Trailers Of Film Fan's Were Asked To Engage And Post Videos



**One Panem:** Facebook Page Featured Photos, Videos, and Apps One Post Asked Citizens (Fans) To Identify The District They Belonged To



**Twitter And Instagram** Twitter Posted Capitol Ideology: **Respect District Boundaries** Instagram Reinforced Capitol Couture





**Why Engage Existing Fans Instead Of New Fans?**

**Producing A Tremendous Amount Of User Generated Content**

**Active And Enthusiastic Fans Connect With Other Fans Through Social Channels**

**Conversations Start About the Movie and Characters Share With Friends and Associates**

**Large Fan Base From Book Series**

**Well Versed Fan Base Means Opportunity to Start The Conversation**

**Highest Grossing Film At Domestic Box Office For 2013  
10<sup>th</sup> Highest Grossing Film Ever**

**Numbers Don't Lie:  
Opening Week Took In \$158.1 Million  
\$864.9 Million Globally**

**Were The Right Segmented Groups Reached?**

**Right Decision:  
Hunger Games Book Series Is Geared Towards Young Adults**

**Existing Fans Are Young Most Likely To Engage Actively On Social Media Platforms**

**Movie May Not Resonate With Older Age Group Not Relatable**

1

## CREATIVE MEDIA TACTICS

Created A Story With Human  
Element

Involved The Audience In  
Shaping And Sharing The Story

Persistent Story Development

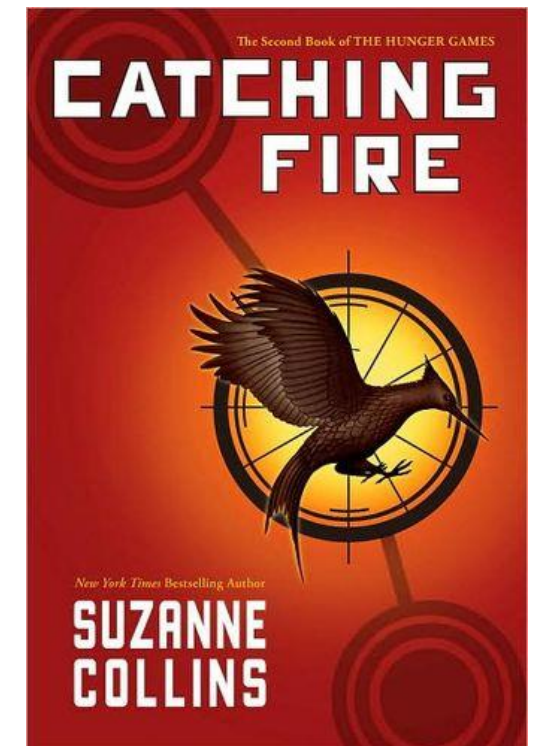
Real Time With A  
Personalized and Integrated  
Audience

2

## CREATIVE CRITIQUES

Certain Partnerships Didn't  
Connect With The Movie's  
Storyline\*\*

Beauty Partnerships Ignored  
Men And Children



## TRANSMEDIA STORYTELLING: BRANDING & POSITIONING NON-ENTERTAINMENT PRODUCTS



### **STATS:**

- Room Sharing Market Leader
- Focus Is People

### **APPROACH:**

- Important Aspect: Human Element
- Stories About The People That Open Their Homes And List Them On Airbnb
- And The Travelers Who Go There

### **Storytelling:**

- [Airbnb Stories](#):  
Because Airbnb's audience is comprised of hosts who and guests, in-depth features and videos offer insight into both experiences
- [Pineapple Magazine](#):  
"brings you human stories from around the globe, infused with local flavor"

## APPLICABILITY & EFFECTIVENESS: CONTEXTUAL FACTORS

Know Your Base And Understand Your Community's Needs (**Customer**)

Know What's Out There  
Know How You Stack Up And How To Respond To Competition (**Competitor**)

Humanize By Getting Your Community To Engage With Each Other Across Platforms (**Collaborate**)

Know What You Are Built For. What Is Your Purpose?  
Airbnb Is Built On Travel, Discovery, Culture, And Experience (**Company**)

Aiming Towards Bipartisan Brand With A Universal Core (**Context**)



**Sources Sited:**

Sawhney, Mohanbir, and Pallavi Goodman.  
"The Hunger Games: Catching Fire Using Digital and Social Media for  
Brand Storytelling." 9 Sept. 2016.

Wegert, Tessa. "How AirBnb Is Using Content Marketing to Stay on  
Top — The Content Strategist." *The Content Strategist*, 5 Dec. 2014,  
[contently.com/strategist/2014/12/05/how-airbnb-is-using-content-  
marketing-to-stay-on-top/](http://contently.com/strategist/2014/12/05/how-airbnb-is-using-content-marketing-to-stay-on-top/).