

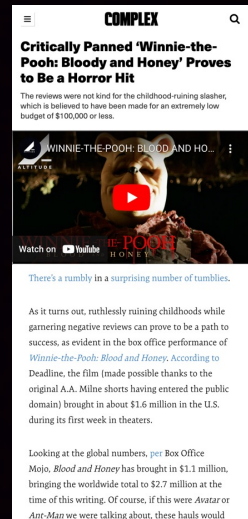
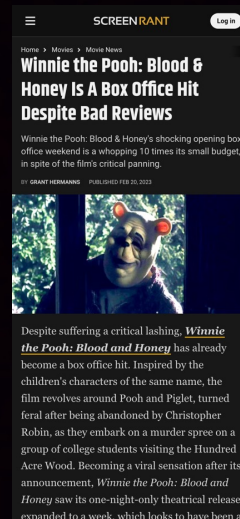
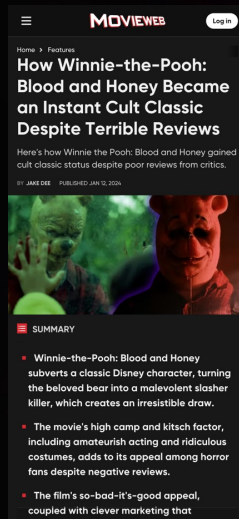
WINNIE  
-THE-  
POOH  
BLOOD AND HONEY

DIGITAL MARKETING  
CASE STUDY



“...one of the most profitable movies in the last decade in terms of budget-to-box office ratio.”

VARIETY





**\$50,000 + \$20,000 + ZERO**

PRODUCTION BUDGET

MEDIA BUDGET

AGENCIES USED

**\$5,200,000+**

TOTAL BOX OFFICE



RAZZIE AWARD WINS,  
INCLUDING WORST PICTURE

**10+**

NEW FILMS  
IN DEVELOPMENT



# The ULTIMATE Pooh-Posting Campaign

## SHIFT SENTIMENT

Create a fun, sassy, unserious Winnie-the-Pooh persona on socials to shift initial universal public rejection to predominant enthusiasm about seeing the film.



## STAY RELEVANT

Hijack trends, ride momentum from competition, and remain constantly active while celebrating our success as the underbear...I mean, dog.

## CULTIVATE FANBASE

Build upon newly converted fans by reaching additional audiences through hyper-targeted paid media and digital publicity tactics in order to cultivate a loyal following.



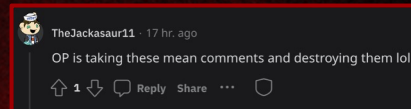
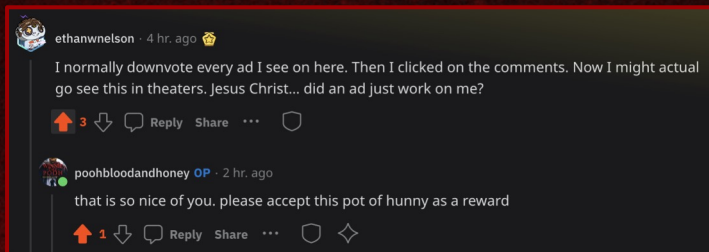
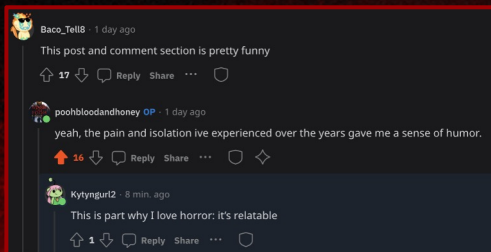
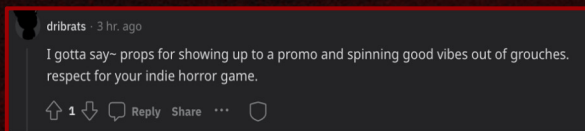
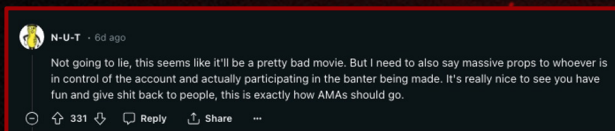
## 01: Shift Sentiment

## 02: Cultivate Fanbase

## 03: Stay Relevant

# SHIFT SENTIMENT

While there was a ton of organic press pick up and strong social activity for the initial release of the poster and trailer, the majority of comments skewed extremely negative with very vocal haters. Building off our impressive earned reach, it was crucial that we started to shift the perception of the film by leaning into a more humorous, campy, self-deprecating tone of voice that allowed people inside the joke. We also responded to every single comment (yes, every comment) regardless of whether it was good or bad to allow our new persona to be felt. Once we were able to recruit our small but mighty Pooh Army, we launched into the second phase of our campaign.



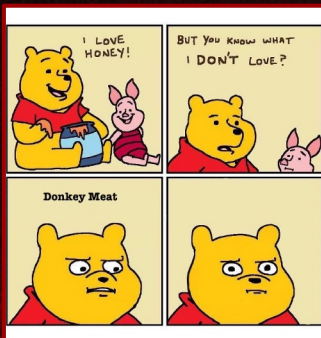
## 01: Shift Sentiment

## 02: Cultivate Fanbase

## 03: Stay Relevant

# CULTIVATE FANBASE

With sentiment leaning more positive heading into our paid media launch, we knew the floodgates were potentially about to open by targeting a new audience. Therefore, with our limited budget, we hyper targeted fans of similar campy horror films like Sharknado and targeted subreddits such as r/badmovies. Unlike traditional films that typically just amplify trailers and ticketing posts, we strategically started off boosting memes and engagement posts before transitioning into pushing ticket sales. However, due to the mass reach of paid media, we still received a lot of negative comment, but this time we had Pooh Army to back us up. Not only were we still responding to all comments, we had fervent fans defending the film on our behalf as well. This film campaign truly weaponized community management through sheer effort. We always kept a finger to the pulse to see what fans wanted. For example, a few people wanted an autograph from Pooh, so we set up an hour-long autograph session where we signed autographs live as Pooh and Piglet. This activation garnered over 100 autograph requests and 11K engagements.





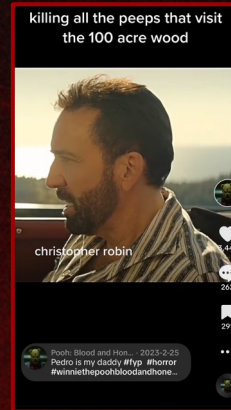
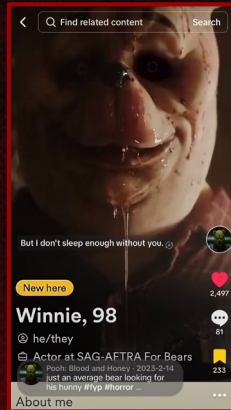
01: Shift Sentiment

02: Cultivate Fanbase

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# STAY RELEVANT

By keeping our finger constantly on the pulse, we made sure we stayed in the conversation. Not only did we respond to every comment and message, we also hijacked posts from other accounts, played into deep-cut trends, and kept everything fun and engaging. We commented on almost every single Cocaine Bear post, propelling our film into the same conversations and encouraging others to make comparisons between the films. We also drafted off TikTok trends, such as joining the A-Train and Ice Spice cults and the Rowboat trend to explode from zero to 100K followers and strategically utilized top CapCuts to promote the film in a lighthearted way. With only a measly \$20K media budget, we had to get scrappy and will our way into the conversation and work even harder to stay relevant.




# FAN APPRECIATION


 **turn18** · 4 days ago  
@gagedotdidit

Replying to @poohbandh and @cocainebear

This is my favorite promotional account ever

 **itzjonfools**  
Yo marketing team for this movie geeks 🤪


2-15 Reply 61

 **whateveryazmin**  
whoever is marketing for this account, ily


43m Reply 1

u/DailyIceCreamYT · 1 votes

These comments are fucking hilarious, I think I'm gonna watch it now

 **raydayva**  
This account just keeps getting better


1d Reply

 **WILLYumD** · 4 days ago

Reddit ad with comments open AND responding...


Social media manager Pooh is wild.

121 Reply Give Award Share Report Save Follow

 **poohbloodandhoney OP** · 4 days ago

I'm a big bear with a big job.

84 Reply Give Award Share Report Save Follow

 **teatimealix**  
YOUR WHOLE ACCOUNT IS SO FUNNY I NEED TO GO SEE THIS MOVIE


5h Reply

 **Shae** · Kid Icarus Revelations Project Writer · @AstralAngel\_99

Replying to @poohbandh and @Galvtron\_YT


I love whoever tweets for this account, you get a gold star! ★

6:12 PM · Jan 19, 2023 · 1,070 Views

 **Mmonanners** · 6 hr. ago


Omg these comments fighting with this dude kinda sold it for me. I had no plans to see this movie before but damn okay this is goofy AF I'll check it out. Gonna get stoned af and drag my bf along

1 Reply Share

 **Jocolate\_thejedi** · 5 hr. ago

Normal ads on Reddit are just click here to find out more, and the few that do have their comments on normally don't reply. The fact that you left the comments on and are replying in quite funny ways has really gotten me interested into this. Take my upvote you've earned it.

1 Reply Share


 **poohbloodandhoney OP** · just now

ooh pat my head please

1 Reply Share

u/ethanwnelson · 1 votes

I normally downvote every ad I see on here. Then I clicked on the comments. Now I might actual go see this in theaters. Jesus Christ... did an ad just work on me?

 **ChronoCommander** · 2 days ago

Gonna watch this movie solely because they enabled comments on their advertisement

5 Reply Share

u/FinallyFat · 1 votes

Whoever at your team decided to comment on a promotional post, is a genius. And they deserve a raise.

 **pasta @cheshvle** · Feb 8

whoever is running this account is funny as hell