

Press release

Dune: Warner Bros. Pictures turns to in-feed advertising with Invibes and blue2purple in Belgium

Ghent, October 12, 2021 – Invibes Advertising and blue2purple continue their collaboration. The two digital advertising specialists have just completed a new campaign with Warner Bros. Pictures. The campaign, which ran from September 17 to 29, 2021, focused on the movie Dune, currently in theatres.

On the release of Denis Villeneuve's film *Dune* in Belgium, [Warner Bros. Pictures](#) wanted to promote the film on the internet via in-feed advertising formats. The production company therefore turned to blue2purple and the digital advertising platform Invibes Advertising. The latter allows the creation of audiovisual content integrated into the heart of editorial content.

"Invibes Advertising and blue2purple were able to put together an ideal interactive showcase completely tailored to the audience," says **Justine Dries, Marketing Manager at Warner Bros. Pictures**. "The format is rich and complete. It allows us, for example, to show trailers, images, reviews, and information about our films. The public can also easily access an online ticketing system via our ads to get to the theatres. We had already turned to the in-feed content generated by Invibes Advertising's platform for our *Tom & Jerry*, *In The Heights*, and *Malignant* films. It's a perfect fit for what we're looking for to put a spotlight on our productions."

Integrated content for greater impact


With its integrated formats, Invibes Advertising's technology ensures better engagement with users. The platform is able to gather more than 200 million unique visitors globally, thanks to its 1,000 partner sites throughout Europe.

Sami Battikh, France and Benelux Country Director, Invibes Advertising, comments: "That a global reference in entertainment like Warner Bros. Pictures trusts us, is a great mark of recognition. We established ourselves in Belgium almost a year ago. Despite the pandemic, we managed to find our cruising speed. We keep up our efforts to develop in the country, and position ourselves in promising sectors: technology, fashion, banking, household appliances, energy... The same is true for tourism or entertainment, which have been booming again lately, as shown by the current phenomenon that is *Dune*."

Warner Bros. Pictures had previously run campaigns with Invibes Advertising for films *In The Heights* and *Tom & Jerry*. These had respectively reached 250,000 and 235,000 total impressions. This good performance led blue2purple and the film studio to continue their cooperation with the digital advertising platform.

See examples below:

Example 1 – Full Play



LE FILM ÉVÈNEMENT

12


WB

DUNE

LE 15 SEPTEMBRE AU CINÉMA

Dune, Maintenant dans les salles
Le dernier film tant attendu de Denis Villeneuve

Découvrir

Inspired by  Invibes

Detailed description: This is a screenshot of a video player interface for the movie 'Dune'. At the top, it says 'LE FILM ÉVÈNEMENT'. On the left, there is a volume icon and a '12' rating icon. On the right, there is the Warner Bros (WB) logo. The main video area shows a close-up of a man's face. Below the video, the title 'Dune' is written in a stylized font, followed by 'LE 15 SEPTEMBRE AU CINÉMA'. Below that, the text reads 'Dune, Maintenant dans les salles' and 'Le dernier film tant attendu de Denis Villeneuve'. There is a blue button labeled 'Découvrir'. At the bottom right, it says 'Inspired by' followed by the Invibes logo.

Example 2 – Invibes Play RS



LE FILM ÉVÈNEMENT

WB

Dune, Maintenant dans les salles

Gaëlle Moury ★★★★★
Dune magnifié par Denis Villeneuve. Visuellement impressionnant...

Découvrir

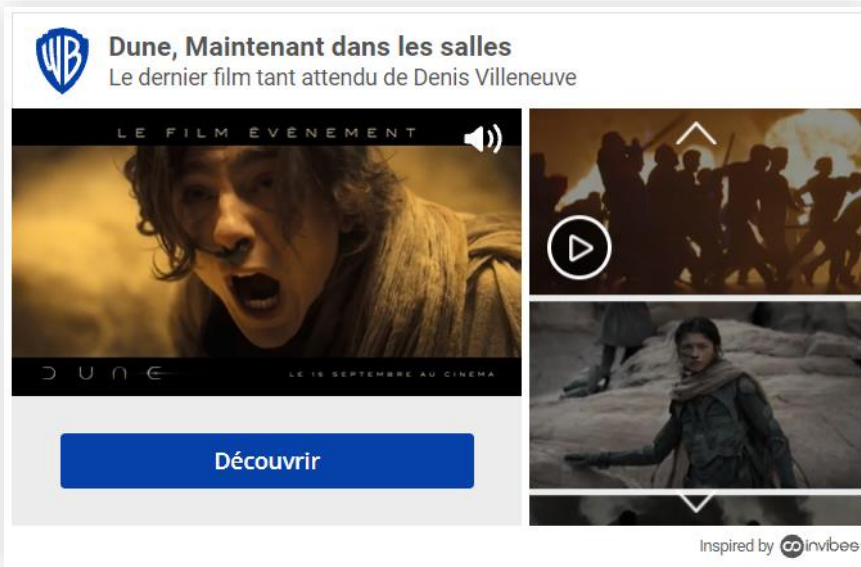
Inspired by  Invibes

Detailed description: This is a screenshot of a video player interface for the movie 'Dune' with a review. At the top, it says 'LE FILM ÉVÈNEMENT'. On the right, there is the Warner Bros (WB) logo. The main video area shows a scene with several people. Below the video, the title 'Dune, Maintenant dans les salles' is displayed. Below that, there is a review by 'Gaëlle Moury' with a 5-star rating (★★★★★) and the text 'Dune magnifié par Denis Villeneuve. Visuellement impressionnant...'. There is a blue button labeled 'Découvrir'. At the bottom right, it says 'Inspired by' followed by the Invibes logo.

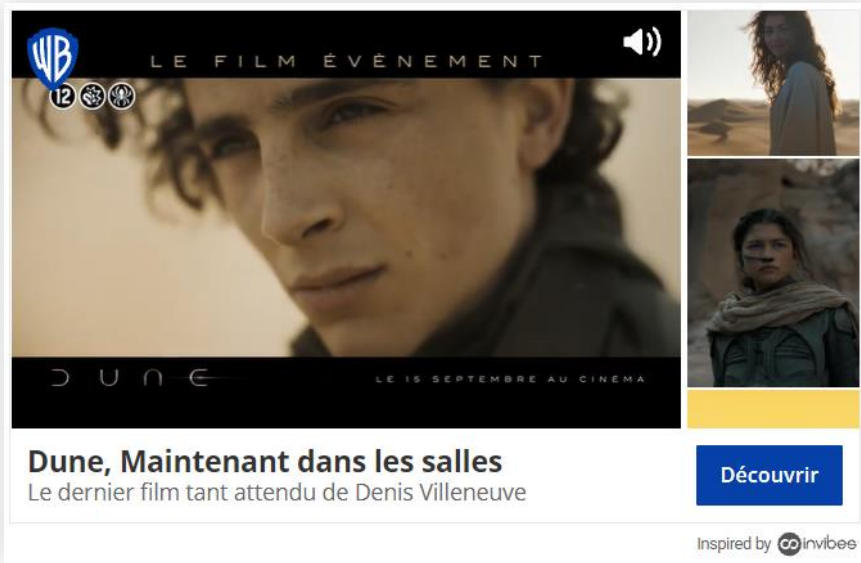
Example 3 – Invibes Cinema



Example 4 – Invibes Play C



Example 5 – Play Reel



About blue2purple

blue2purple is an independent Belgian digital media agency. Its aim is to equip advertisers to lift the digital challenges met in their media investments.

blue2purple provides a team of passionate experts equipped with cutting-edge digital resources, which are as capable of perfectly blending in its clients' teams, as they are in offering professional expertise based on working methods fundamental to the creation of an effective ecosystem.

Visit www.blue2purple.com for more info.

About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that's integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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