

# Disney's magical ad immersion in Instagram Stories

## CASE STUDY



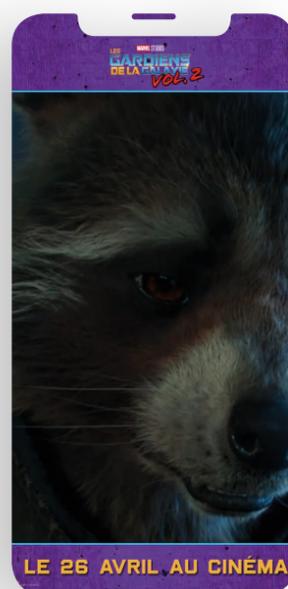
On April, 26th 2017, Disney premiered the sequel of its 2014 smash hit **Guardians of the Galaxy**. In order to cover the demand of the growing fan base, the distributor offered the possibility to pre-order seats online through the movie's dedicated website. **To push this opportunity to avoid long lines, Disney's marketing teams decided to leverage Instagram's new ad format in Instagram Stories.**

## Ads in Instagram Stories

### A real asset for movie promotion

With **500M+ unique daily users**, Instagram Stories is a must-have in a marketing brand strategy. Stories can include a single image or a video up to 15 seconds long. The latter is particularly interesting for Disney as it gives the opportunity to **display best-quality video ads** directly inspired and created from movie trailers. So with a very wide audience and the creative opportunity that they offer, **Stories ads are a great innovation for Disney.**

**Three ads were designed** for Instagram Stories. Each one highlights different parts of the movie and ends with a call for customers to book their seats. When the campaign started, Disney tested the three ads to compare **which one performed best with MakeMeReach optimization tools.**

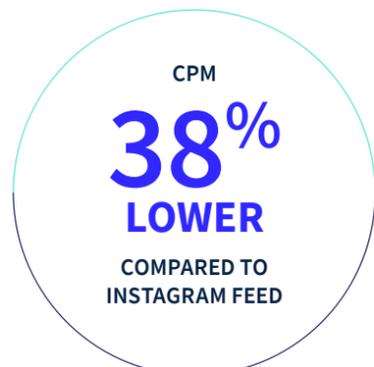


## MakeMeReach Stories Center

### To optimize performance

To do so, Stories Center, a feature we developed when Instagram Stories ads came out, really helped our client to get the most out of this new format. The feature allows clients to **evaluate at a glance which creative is working and which one is not**. It is driven entirely by visuals, making easier for users to retrieve specific creatives, and to **directly perform actions** on the associated campaign.

The results of the campaign speak for themselves! Ads in Instagram Stories reached **a CPM 38% lower compared to Instagram Feed**. And the team were especially impressed with **the CPL as it was 5 times lower** from Instagram Stories to Instagram Feed! Stories Center is a key feature for our clients to achieve very promising results. Being able to see all creatives at once enables them to **save a lot of time**. It was particularly decisive in the success of the Disney campaign as it let the team visually evaluate the performance of their stories, take action with a single click, and **allocate the budget to the one with the best KPIs**.



David Popineau, Digital Experience Director, Walt Disney Company France

*"Our first campaign on Instagram Stories was a real success. We are delighted with the results. MakeMeReach allowed us to optimize the performances and reach a massive audience with qualitative formats."*

THE OVERALL DISNEY CAMPAIGN WAS PHENOMENAL BOTH IN TERMS OF CREATIVE QUALITY AND PERFORMANCE, INSTAGRAM AWARDED MAKEMEREACH WITH THE 'PARTNER INNOVATION AWARD' DURING THE CANNES LIONS FOR THE STORIES CENTER FEATURE AND THEIR OVERALL WORK AS AN INSTAGRAM PARTNER ON INSTAGRAM STORIES ADS!

