



31 October, 2008

**PRESS RELEASE**

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**All seeing campaign created around Eagle Eye release**

Paramount Pictures International and Mediaedge:cia's (MEC) international department Global Solutions, ([www.mecglobal.com](http://www.mecglobal.com)), have developed an immersive cross-platform international campaign to launch the new thriller Eagle Eye, by creating an experience that puts users at the heart of the movie plotline.

"Eagle Eye" is a race-against-time thriller starring Shia LaBeouf, Michelle Monaghan, Rosario Dawson, Anthony Mackie and Billy Bob Thornton. Jerry Shaw (LaBeouf) and Rachel Holloman (Monaghan) are two strangers thrown together by a mysterious phone call from a woman they have never met. Threatening their lives and family, she pushes Jerry and Rachel into a series of increasingly dangerous situations – using the technology of everyday life to track and control their every move. As the situation escalates, these two ordinary people become the country's most wanted fugitives, who must work together to discover what is really happening – and more importantly, why.

The campaign launches on 3<sup>rd</sup> October in the UK and will also be rolled out throughout Europe to support the release in each territory.. This cross-platform campaign will use TV, digital and mobile technology to raise the profile of Eagle Eye by enabling users to experience the film's plotline and become part of the story. Taking the user by surprise their computer will become hijacked by ARIA, mirroring the experience of the film and enabling users to adopt roles from the plotline and feel like they have become a part of the story. Soon after the user logs off, they receive a phone call from a mystery voice informing them: "You have been deactivated". On the day of Eagle Eye release consumers receive a text detailing their nearest local cinema to suggest that, just like the characters in Eagle Eye, the technology is still watching them. The campaign has been created in partnership with web designers Littleloud and Raben Media, and mobile technology specialists Incentivated and Saffron Digital

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*managing mobile interactivity*

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MEC has partnered with MTV and Yahoo to enable the campaign to be rolled out across Europe with consistent multi-national partners. MTV will support activity with TV spots driving traffic online and to mobile via shortcode SMS. Both Yahoo and MTV will have digital media campaigns encouraging consumers to click through to the Eagle Eye website to win a trip to Chicago. Sequential targeting technology allows banners to recognise when a user has viewed one execution and changes the copy in real-time to be even more persuasive, with up to three different executions per user.

**Laura Hicks, MEC , said:** "All media touch points have been used in a way that reflects the film's theme, giving the user the perception of 'being under the Eagle Eye'. Media and technology have been used to bring the plot to life for users, providing people with their own Eagle Eye experience via mobile, online & TV."

The prize up for grabs also mirrors the plotline & themes from the film as users are entering in to win a thrilling 4 day adventure trip to Chicago. Controlled by a mysterious voice the winners will receive top secret challenges around the city giving them the chance to really live the Eagle Eye experience.

**- ENDS -**

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**About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films, Nickelodeon Movies and DreamWorks Studios. PPC operations also include Paramount Digital Entertainment, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studios, and Worldwide Television Distribution.

**About Mediaedge:cia**

Mediaedge:cia (MEC) is the first global communications planning and implementation agency. We get consumers actively engaged with our clients' brands, leading to positive awareness, deeper relationships and stronger sales. Our services include brand and consumer insight and ROI, communications planning, media planning and buying, interaction (digital, direct, search), sport,

entertainment and cause partnerships, retail consultancy and Hispanic marketing. Our 4,500 highly talented and motivated people work with local, regional and global clients from our 250 offices in 84 countries. We are a founding partner of GroupM, WPP's media investment management group.

To find out more go to [www.mecglobal.com](http://www.mecglobal.com)

## **About Incentivated**

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Jaguar, Macmillan Cancer Support, Marks & Spencer, Mars Petcare, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>

## **For further information:**

### Contact information

#### Notes to Editors

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