Universal Pictures International partners with Rightster

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Rightster, the leading global multi-platform network for online video, has launched an innovative social influencer campaign across multiple territories in APAC, South America and Europe in partnership with Universal Pictures International. The campaign challenges popular Instagram, Snapchat and Vine influencers to showcase their creativity and produce*Minions*-themed content to promote the forthcoming theatrical release of the film. The social posts will be amplified organically across the influencers' own social networks.

The campaign's aim is to harness and strengthen the excitement and anticipation of the film's release date through leveraging popular social influencers. Using audience data, Universal Pictures International and Rightster selected influencers from each territory to create and upload their unique *Minions*-themed content to coincide with the film's release in each of their countries in order to create engagement on a global level, whilst maintaining relevance in each region.

The activity follows on from the successful YouTube influencer campaign that Universal Pictures International activated through Rightster earlier this month to promote the pending release of *Minions.* As part of the global campaign, Rightster worked with YouTube creators in the UK, France, Spain, Italy and Germany. The influencers were sent a mystery package that included an invitation to attend an exclusive, one off fashion event, hosted by London fashion students who were tasked with creating garments that celebrated the uniqueness of the *Minions*.

Ian Samuel, Managing Director Brand Solutions at Rightster, says: "We are very excited about this campaign which utilises the powerful capability of Rightster's global network to disseminate engaging video content that resonates deeply on a regional level. It's a brilliant extension of our previous work with Universal Pictures International that is generating a lot of positive buzz in the build up to the release of the *Minions* movie in the UK."

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Influencers for the campaign include:

- Leslie Wai - www.vine.co/LeslieWai
- Kerstin Hiestermann - www.instagram.com/spielkkind/
- Danny Zappa - www.instagram.com/dannyzappa/?ref=badge
- Megan Lee - www.instagram.com/hellomeganlee/
- SmilingBoris - www.instagram.com/smilingboris/
- ThatcherJoe – www.youtube.com/thatcherjoevlogs
- Sami Slimani – www.youtube.com/herrtutorial
- Marie Lopez – www.youtube.com/enjoyphoenix
- Anil Brancaleoni – www.youtube.com/wartekvlogs
- Nicole Husel – www.youtube.com/kissandmakeup01
- Patry Jordan – www.youtube.com/SecretosdechicasVIP

For more information:

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About Rightster:

Founded in 2011, Rightster is already the number one global multi-platform network for online video. Rightster's cloud-based software and services platform makes it simple for Content Owners, Creators, Brands, Publishers and Platforms to unlock the value of online video, whether on a licenced, ad-funded, direct to consumer or paid placement basis. Rightster's network stands at over 2,500 Content Owners and over 10,500 Publishers, managed by global and local teams in 13 offices across North America, Europe and Asia Pacific.

Rightster's Brand Solutions Department specialise in branded content and social talent activation across all the major platforms, including YouTube, Facebook, Vine, Instagram and Snapchat. Utilising Rightster's technology and industry expertise, its global team helps brands identify appropriate influencers to create compelling video content for hard to reach audiences in order to maximise brand

engagement and ROI. From talent sourcing, creative, strategy, production and distribution, Rightster's network agnostic approach provides an end-to-end solution to devise and execute highly engaging branded content campaigns. Rightster has created campaigns for brands including Turkish Airlines, Ford and Microsoft Lumia.

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