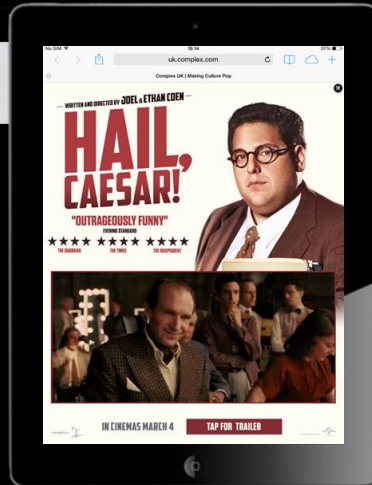
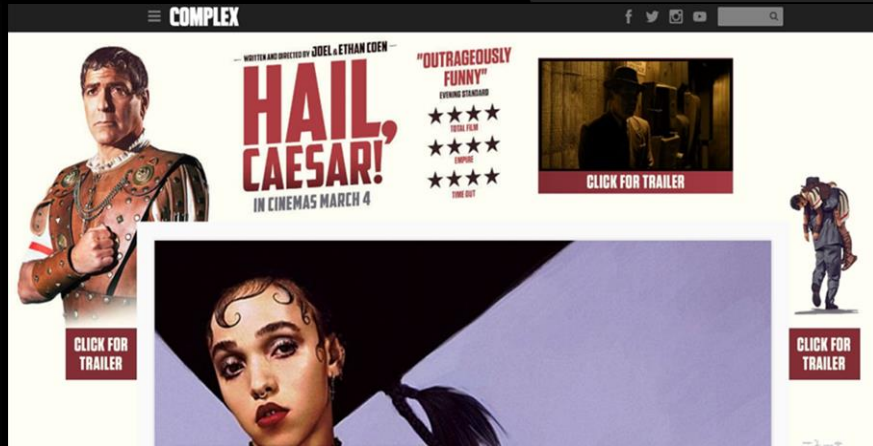


UNIVERSAL PICTURES :
HAIL CAESAR

A Roman general in ornate armor and a plumed helmet, standing in front of a legion of soldiers in a field. The general is the central figure, wearing a silver and gold helmet with a red plume and a breastplate with intricate designs. He is surrounded by soldiers in similar armor, holding spears. The background shows a hazy landscape with hills and trees under a clear sky.

OBJECTIVE

Showcase the film release with scale and impact
and drive trailer views



VIDEO PANORAMA + MOBILE & TABLET INTERSTITIAL

PANORAMA SUCCESS

- › 88% Viewability
- › 65% Video completion rate
- › 3.7x CTR vs. format benchmark

INTERSTITIAL SUCCESS

- › 91% Viewability
- › 64% Universal touch rate
- › 2.5x CTR vs. format benchmark

WOOT!
MEDIA