

EFD :  
THE HATEFUL EIGHT



# OBJECTIVE

Announce the release with scale and creatively showcase the characters as well as driving trailer views

## HOVER PANORAMA

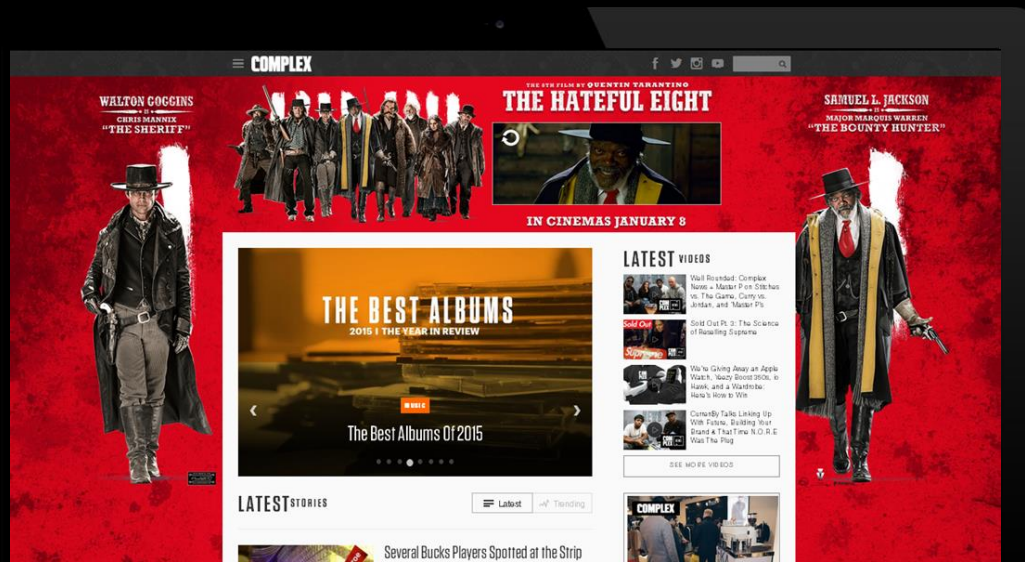
We created an interactive takeover that allowed users to hover over character images to reveal them in the skins

[View demo](#)

## SUCCESS

- › 38% Hover interaction rate
- › 87% Viewability
- › 81% Video start rate
- › 1.6x CTR vs. format benchmark

Desktop panorama was accompanied by tablet and mobile interstitials driving 85% viewability and 1.8x format CTR



**WOOT!**  
MEDIA