

# A digital overview: Despicable Me 3

At Cinemas June 30



With an impressive £11 mil opening weekend, the Despicable Me series has brought the ever-present Minions back to the big screen. With Sony Pictures Animation's The Emoji Movie being right around the corner, what can we learn from a successful animation franchise, such as Despicable Me? Looking at the social strategy of this title, we'll be exploring important themes studios seek out when a film's story isn't its most valuable asset and how the franchise successfully draws in all age groups.

## THEME 1: Cute Trumps Story

### Observations

- Instead of story-focused content, most assets are around topical events and holidays – every piece of content includes a popular character from the series
- Their UK Facebook Page actively reacts and responds to users' comments by sharing funny, character-heavy GIFs



### Insights

- Featuring funny moments and popular characters in their assets are what drives the engagement and returning excitement for this title.
- By responding to comments with GIFs, more content can be pushed out organically without oversaturating the page.

### Learnings

- The Emoji Movie is not a franchise yet. Nevertheless, the story will be of secondary importance to most viewers. The focus should lie with characters, funny moments and topical assets instead.
- The Emoji Movie could engage with users' comments in a similar fashion. Have a collection of GIFs to respond with in a witty manner

## Theme 2: What's New?

### Observations

- New elements of the third movie are being introduced via social assets and corresponding copy.
  - Gru's long lost twin brother
  - A new minion called Mel



### Insights

- Showcasing new elements in the franchise gives fans a reason to watch the third instalment
- Juxtaposition of the old favourites with some new spice added

### Learnings

- Introduce the most prominent characters and key elements of The Emoji Movie to its audience to build awareness and a relationship. This will give them the incentive to see the film.

## Theme 3: Accessible To All Ages

### Observations

- The Minions and Despicable Me post different types of content:
  - Behind-The-Scenes & Interviews – older audiences
  - Funny clips & Minion Karaoke – younger audiences
  - Social asset showing a phone-charging Van at the Isle of Wight festival – Teenagers and young adults



### Insights

- Despicable Me 3 has a broad fanbase with different interests
- Different types of content make this title accessible and appealing to all ages.

### Learnings

- Ensure that we post a variety of social assets for The Emoji Movie that all target different ages.
  - Both organically and for promotion