It's all about the movies for GO MEDIA. They use their organic TikTok presence to show trailers for Egyptian and foreign language movies. Their overarching marketing aim is simple - more video views. An increase in the number of views their teasers and trailers receive directly correlates with selling more tickets for the films in theatres.

**THE OBJECTIVE**
Chasing views with Collection Ads and Spark Ads.
The aim of this TikTok campaign was to increase video views. Any substantial increase would be the measurement of success.

**THE SOLUTION**
Using Collection Ads to perfectly frame film content.
Go Media used Collection Ads for an eclectic range of videos and teasers. They then posted these on their account and later boosted reach by using them as content for Spark Ads.

**THE RESULTS**
Unsurprisingly, people like teasers and trailers. Using Collection Ads for them to increase views proved to be very successful. Not only did it result in increasing Go Media's reach, but the number of their organic account followers also increased by 10,000. Alongside this, they massively increased the number of their organic Video Views and clocked up more than 100,000 likes and 18,000 shares. But the greatest campaign impact was that Go Media's videos reached more than 27 Millions users.

The power of the silver screen shines bright on TikTok.