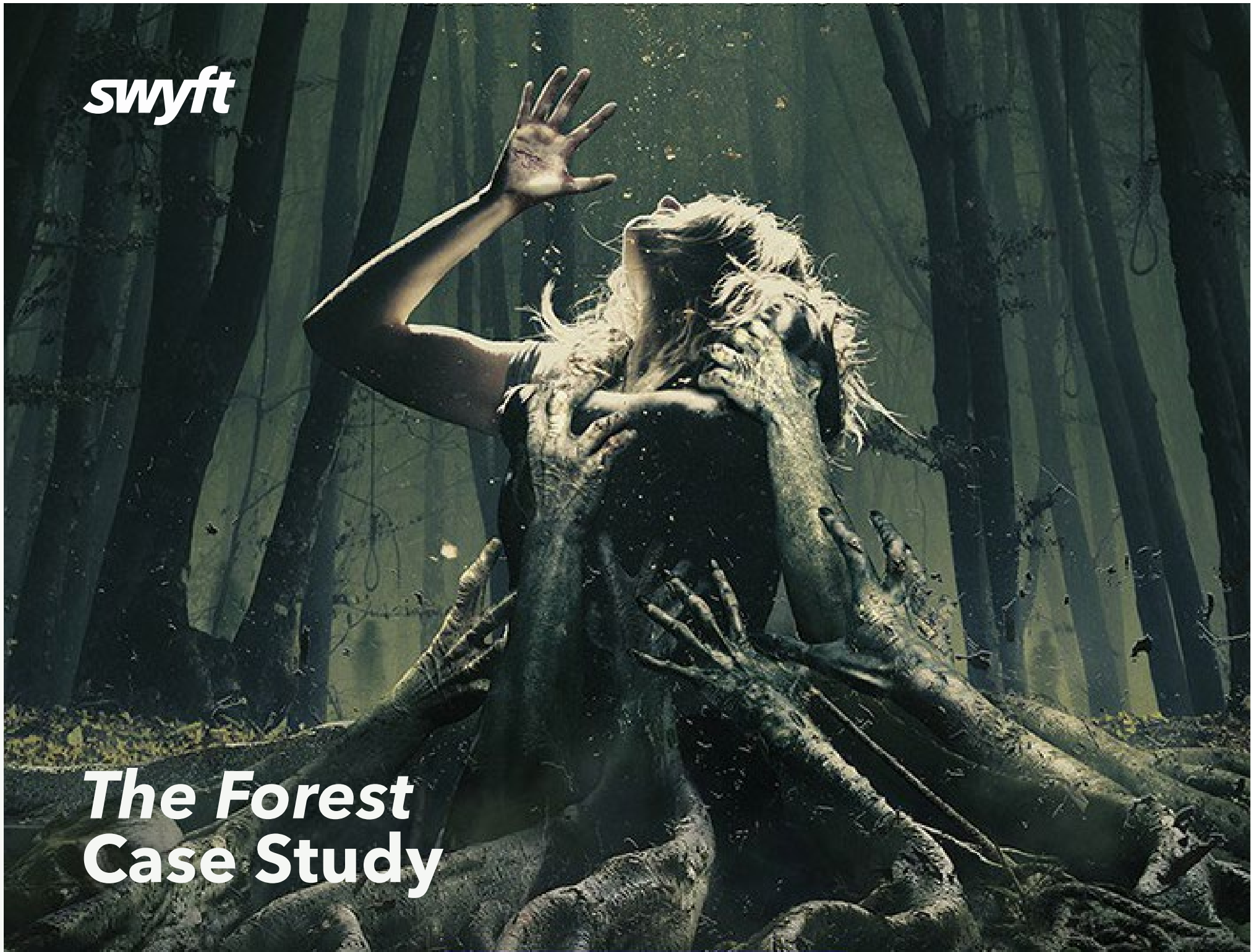
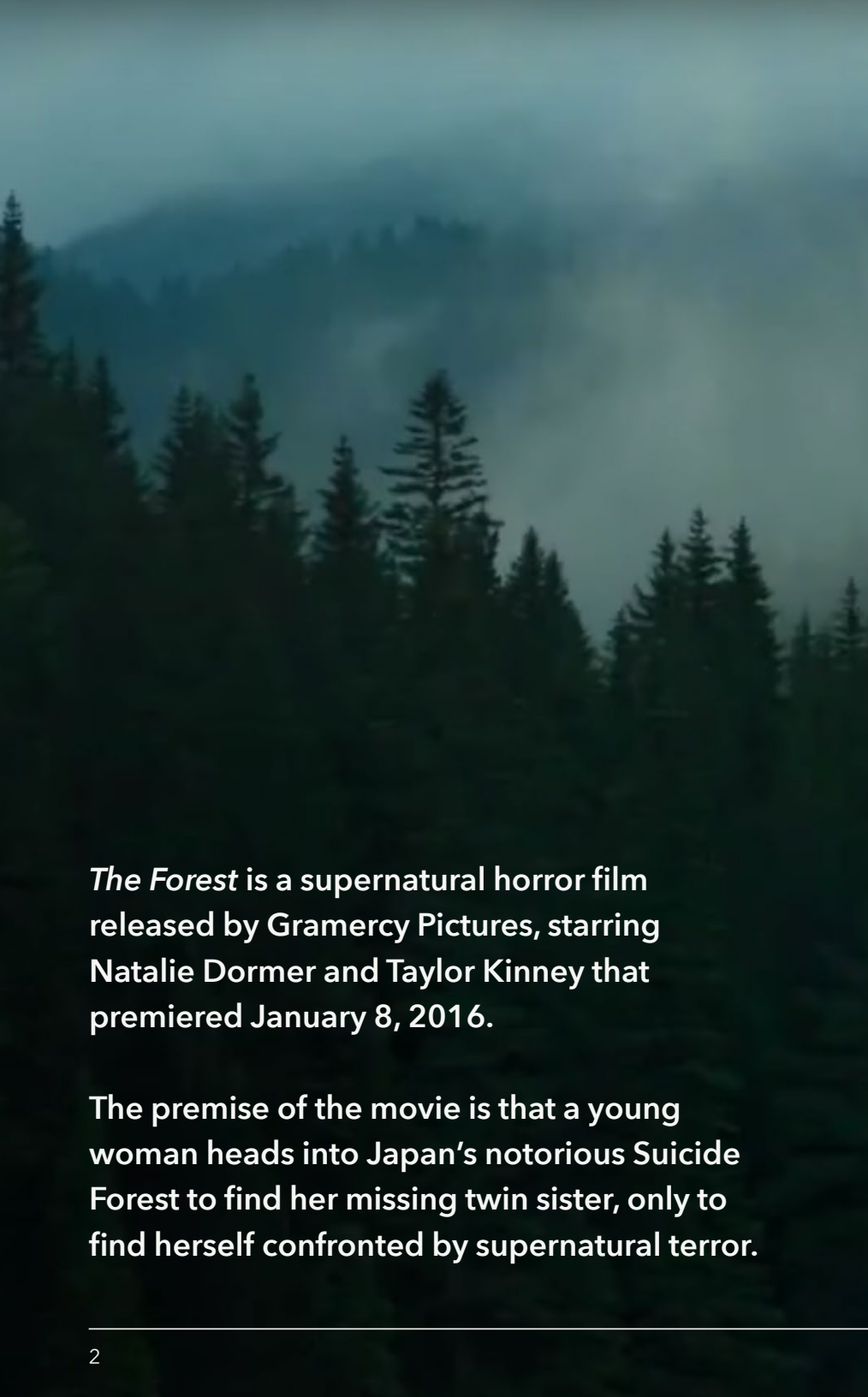


**swyft**

***The Forest***  
**Case Study**





*The Forest* is a supernatural horror film released by Gramercy Pictures, starring Natalie Dormer and Taylor Kinney that premiered January 8, 2016.

The premise of the movie is that a young woman heads into Japan's notorious Suicide Forest to find her missing twin sister, only to find herself confronted by supernatural terror.

## THE CHALLENGE

The movie studio was looking for a fresh and innovative way to speak to its target audience, teenagers age 13+, and build excitement leading up to the launch of *The Forest*. This audience of digital natives – who don't typically get their information through traditional media such as television, magazines or newspapers – are becoming increasingly harder to access. Mobile messaging apps are one of the primary places teens can be reached, however this space presents challenges: it can be difficult to create a mobile messaging experience that is fun and approachable without disrupting the user experience, and it's hard to navigate at scale.

## THE GOAL

Recognizing Swyft Media's ability to creatively target teens, the client tapped Swyft to generate a mobile messaging experience that engages mobile users in the storyline and immerses them in *The Forest*. The campaign, which went live in early December 2015 and ran until February 2016, needed to give the mobile user a compelling opportunity to interact with the movie.

## THE SOLUTION

To create buzz around *The Forest*, Swyft Media set up an official “The Forest” chat bot on Kik, and promoted the hashtag, #TheForestIsReal. This campaign brought The Forest branded content into mobile messaging conversations in a captivating and unique way. By launching on Kik, a messenger app used by more than 40 percent of U.S. teens, Swyft was able to leverage its expertise in reaching younger consumers in a way that feels natural and unobtrusive.

Swyft promoted the film within Kik, driving app users to a branded chat bot featuring “The Forest” chat game. The engaging and automated Kik chat experience placed users in the shoes of the movie’s characters – having them navigate the suicide forest via a step-by-step interactive adventure – using photos, videos and characters from the movie, prompting players to answer questions and make decisions in an effort to get out of the forest and survive the messaging based game.



*noun*

**An artificial intelligence technology designed to simulate conversations with humans. Chat bots can automatically respond to direct text commands with customized responses based on questions asked.**



You are in the middle of a footpath. It goes ahead of you and behind you, but you can only see trees in either direction. Which way will you go?

Go forward

Something compels you forward. You walk down the path in front of you. You hear a twig snap in the trees, something is moving around back there.

Look around

Run



# CAMPAIGN METRICS

496,484

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Total games  
played

2,722,371

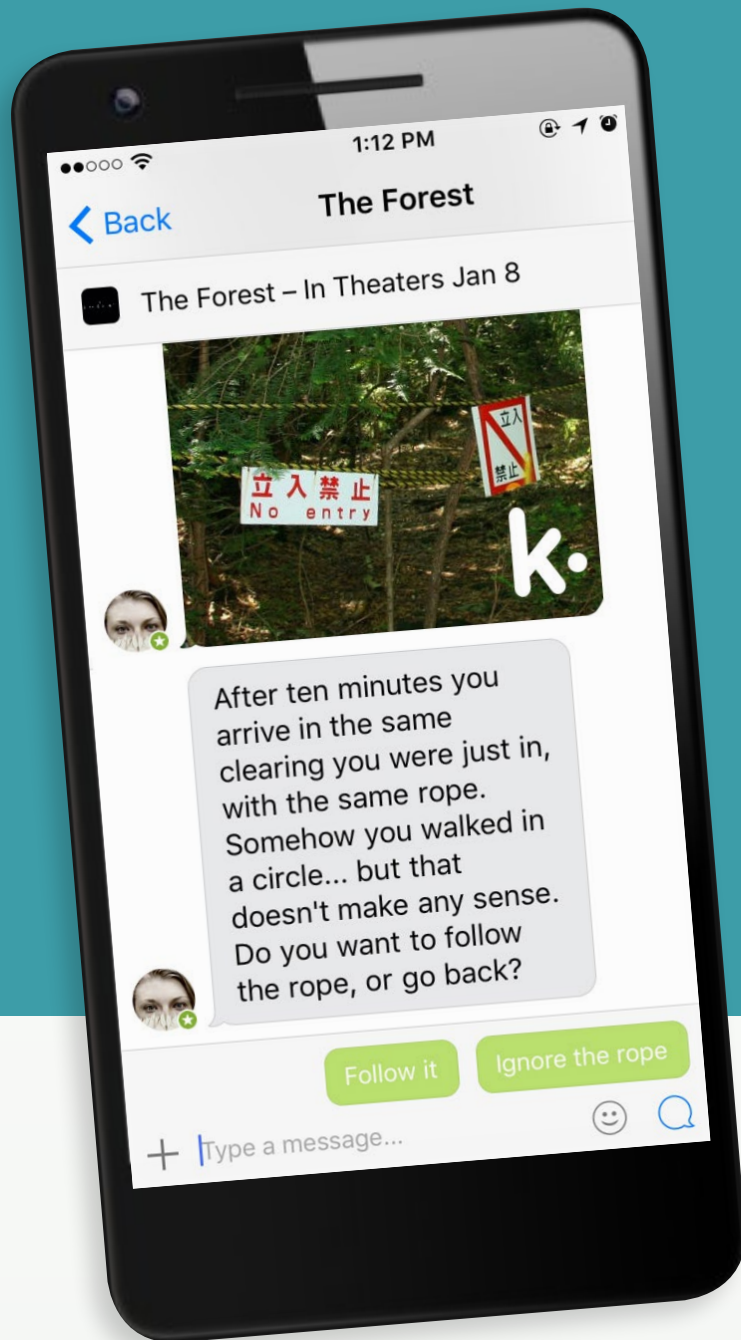
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Total messages  
sent by fans

394,876

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Total  
chatters



"We've proven that it can be cool to have a brand as a friend, and Swyft embraces that challenge and opportunity, like they did with The Forest chatbot. They've connected us with large brands that know how to have fun, don't take themselves too seriously, and are willing to experiment with the best ways to bring their brands to life with the next generation of consumers."

– Paul Gray  
Director of Platform Services, Kik

Questions, comments, feedback?  
Send your thoughts to [info@swyftmedia.com](mailto:info@swyftmedia.com)