

007 James Bond: Poslední mise

Viral Showcase

250 000
Unique visitors

> 650 000
Page views

95%
Completion rate



The task at hand

In 2022, when personalized video content was not yet a mainstream marketing solution, Webout and Filmagix took it upon themselves to showcase the capabilities of Webout in the online space during the Christmas season. The goal was to demonstrate this technology, entertain viewers, and simultaneously wish them a Merry Christmas.

How we tackled it

We created a parody video in which viewers could play the role of the new successor to James Bond. All they had to do was enter their name, upload a photo, and become the main characters of this entertaining video. With the option to create a personalized version of the video for friends and family, the video spread spontaneously and virally around Christmas. In this way, a chain message was created that people sent as creative Christmas greetings. This campaign also attracted media attention.

The entire video was produced by the creative agency Filmagix. The parody was composed from the James Bond film "Skyfall" with Czech actor Václav Neužil in the lead role. This creative approach achieved the goal of introducing the Webout tool and bringing Christmas joy to viewers. High watchability was ensured by the entertaining nature of the video and its release around Christmas 2022. The video can be played on the website: [poslednimise.cz](https://www.poslednimise.cz).



Visual personalization



Audio personalization



Sharing on social media

The final result

250 000
Unique users

2 500
Watched videos at the same time

> 650 000
Page views

95%
Completion rate

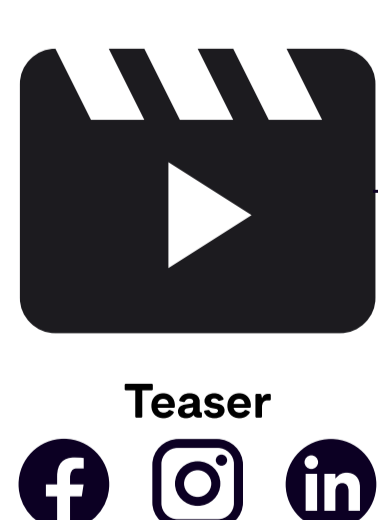
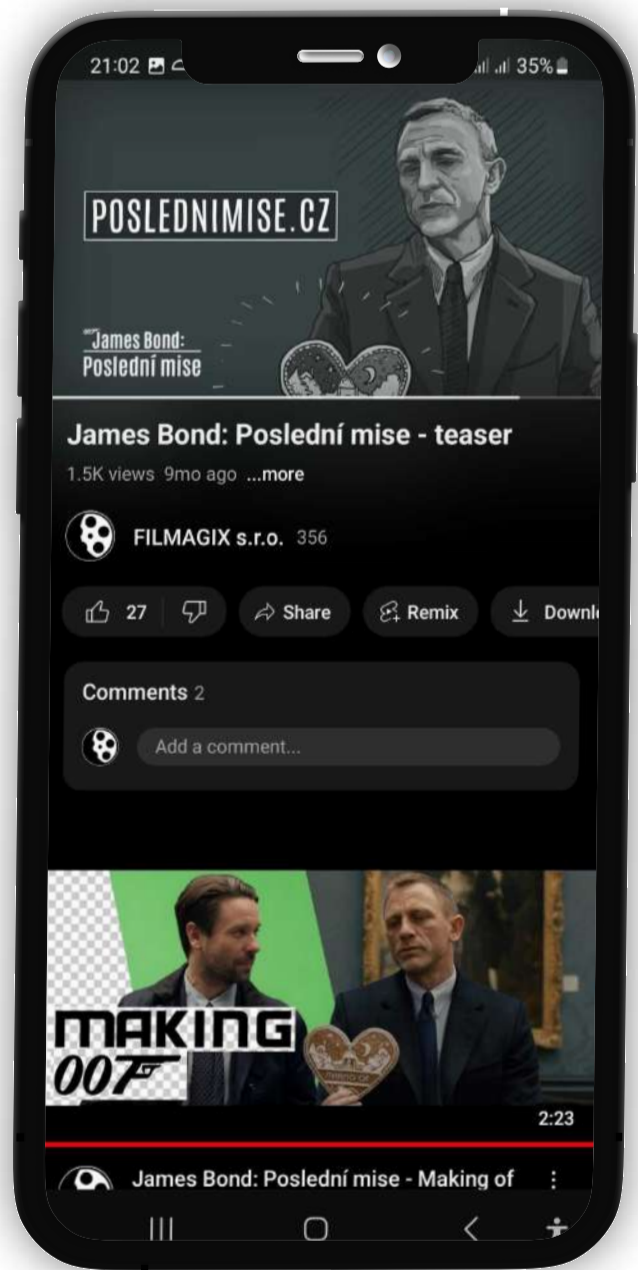
Generate your video here



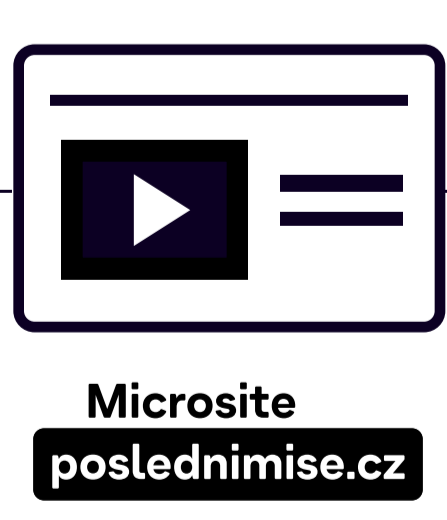
Petr Pavel's Post



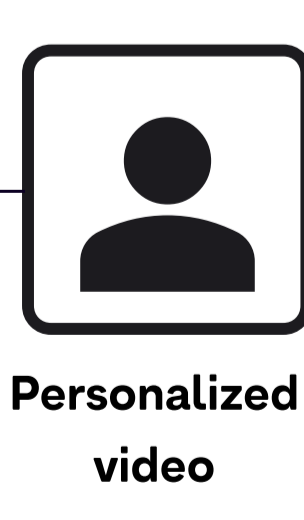
What it looked like



Teaser



Microsite
[poslednimise.cz](https://www.poslednimise.cz)



Personalized video



Share link

