

# The first Kung Fu movie written by the internet

## Maggi FUSIAN had a problem...

As a newcomer in the Asian noodle category, they had no product heritage and no personality to engage their Gen Y audience. Our brief was to give the brand an identity their audience could relate to.

## So we recreated an Asian classic...

Gen Y is the meme generation, mashing up and LOLing about the things they like. So we decided to let them tell our story the way they do best.

We bought a Kung Fu movie in Mandarin, broke it down into episodes and let people write the subtitles in English. Fans voted for their favourite clips and the winners became part of the world's first crowd sourced Kung Fu film, 'Fists of Fusian'.

By involving fans in the process, we ignited a conversation with our audience that satisfied their appetite for entertainment and Fusian noodles, one caption at a time.

## It was a box office smash...

In the first few weeks we've seen:

- + 220,307 trailer views on YouTube
- + Over 1 million viral impressions
- + Over 18,000 active monthly users
- + 40% of 'Likes' from organic sources



That was the most intense advertisement about noodles I have ever witnessed

**Daniel Gooding - Facebook**



I watched this cause that guy has a filf as rats tail

**Kaine Stocks - Facebook**

## Everything we did was inspired by the film



1. A trailer helped generate buzz



2. The film's backstory was brought to life via Facebook



3. Fans caption our movie clips and share with friends



4. The best clips fuel the campaign and drive the storyline