

Transform your time!



1/2 They go where you go

Instead of people going home to see shows, the shows follow the people and then the people follow the shows.



Solution

The set-up:

Engage three theater companies looking for self promotion to play out scenes from the hottest series in places where BitBop is used most often. Get one local celebrity in each theater team to help boost PR. This should be a well-known, attractive female in order to drive interest from both men and women.

Option: if budget and connections allow it, strike a deal with one of the big shows looking for promotion to have one of the actual stars from the series make an appearance with at least one of the theater crews

Each theater company will play out episodes from 3 majorly acclaimed series in Germany. The scenes will be no longer than 2 minutes 30 seconds. The scene will be well set up with lights and sound to draw attention

Transform your time!



2/2

They go where you go

Instead of people going home to see shows, the shows follow the people and then the people follow the shows.

Creative's profile



rkr

Status: 18.06.2018

ID: 14744. Last updated: 06.07.2011

jovoto