



DEADLY DESPERADOS. CHAPTER SAMPLE DISTRIBUTION CLIENT: POSTERSCOPE

LOCATION

Outside Hamley's, London

DATES

2nd June 2011

EVENT DETAILS

Caroline Lawrence, author of the successful Roman Mysteries, launched her new book 'The Case of the Deadly Desperados' on the 2nd June 2011. The book, published by Orion is a brand new series with a western theme and is sure to be a big hit. To raise awareness and drive purchase of the new book we recruited 5 of our most handsome actors to dress as cowboys and hand out the chapter samples outside of the Hamley's store on London's Regent Street.

The cowboys generated a sense of buzz and excitement around the activity which caught the attention of the consumers in this high footfall area. The staff were required to distribute the chapter samples and the key messages to a target audience of 9+ children who would enjoy the read.

At the end of the distribution the staff headed to Covent Garden where they worked as part of the launch dinner.

Blackjack managed the recruitment of the actors, the provision of cowboy costumes, sampling bags / trolleys and all delivery logistics.

RESULTS

3,000 chapter samples were distributed during the one day promotion.

