



GIVE INTO GÜ CLIENT: POSTERSCOPE

LOCATION

London

DATES

25th June 2011

EVENT DETAILS

As part of its ongoing national marketing campaign, "Give into Gü", Gü Puds created a unique interactive event on London's Tottenham Court Road where a large drum kit was mounted onto a 48-sheet poster site. The activity represented a media first!

Working to client specifications we recruited three staff members to man the site throughout the day, communicate key messages, sample Gü brownies and circulate leaflets containing further information about the Gü product range. Furthermore staff encouraged the public to give in to their simple everyday urges without guilt, asking them: "Will you give in and play?"

Blackjack managed the staff recruitment, uniform production and the logistics surrounding the sampling and distribution side of the activity.

