



## PLAY.COM CLIENT: THE EDGE

As a title sponsor of Take That's The Circus Live 2009 Tour, PLAY.COM required a presence at each of the 7 venues which included Sunderland, Coventry, Dublin, Cardiff, Glasgow, Manchester & London where teams of 30 Brand Ambassadors would engage with the fans and encourage participation in the text mechanic call to action.

The activity aimed to increase brand awareness for PLAY.COM whilst celebrating its 10th anniversary as the UK's favourite online entertainment retailer and winner of Which's 'Best online store' in 2008 for all shopping sites on the internet. In addition, the campaign hoped to reach capacity audiences in each venue totaling over 1.12 million people across 21 event days.

Blackjack's Brand Ambassadors & Project Management Team worked closely with the client to achieve and exceed all expectations in each of the 7 venues.

