



BOBCOM : CLINGS



DATES:

29th Oct 2010

STATISTICS:

1 street team after
Sunset affixing 5,000+
clings during 1 night.



ABOUT BOBCOM:

Bobcom is the new music social networking website which helps unsigned artists make their mark within the music scene. Bobcom allows its users to set up an individual musician profile as well as a band page so they can interact with other artists around the UK all on one site.

BRIEF:

Bobcom launched during November 2010 for 'Bobfire Night' where they took over the whole of Hoxton Square for fireworks and performances by established artists such as Mystery Jets and DJ sets from Maccabees and Mat Horne. This massive PR event was attended by a wealth of celebrities from Didier Drogba to Radio 1 DJ's. To create awareness for the event the client requested clean graffiti however we demonstrated that 'clings' would give far greater standout, coverage and be more representative of a design led brand.

THE SOLUTION/ACTIVATION/RESULT:

Clings are electromagnetically charged vinyls that can be attached to any surface and easily removed without leaving any residue.

For this activity we used A5 size, qty 5,000, sufficient to target the entire Hoxton Sq and surrounding area directly before the launch event for greater awareness. The design drove people to www.bobcom.com

We specifically targeted live music venues which was a relevant audience for Bobcom, there wasn't a musician in the area who didn't know the launch was coming!

By clearly proving concept to the client they benefited from an activation with greater reach and greater stand-out than their initial idea.

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