



## MORTAL KOMBAT

INTRODUCING SIGN SPINNING TO THE UK.



### DATES:

April 2011

### STATISTICS:

1 week of activations.  
NEC Gadget Show,  
GAME locations,  
impromptu guerrilla  
events and numerous  
media appearances.

**PR alone representing a  
2,300% ROI for client.**



### ABOUT MORTAL KOMBAT:

Mortal Kombat (MK) started as an arcade game back in 1992, now it's an iconic multi-platform series in it's 9<sup>th</sup> edition published by Warner Bros. Interactive Entertainment.

### BRIEF:

For the Mortal Kombat 9 release the client required a launch concept that would combine the following aspects:

Be interruptive in the context of 'grabbing' the attention of the public in any environment including public space, shopping centres, gaming events and outside media houses.

Drive traffic to GAME, the retail partner.

Enable PR to have a tangible story to sell to mainstream media as well as specialist press.

With Mortal Kombat 9 being an 18+ game it was not possible to take actual game play or game clips into public space.

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### THE SOLUTION:

We created the MK Sign Spinners and introduced a previously unseen 'street' concept to the UK market/media.

Sign Spinning originated in 2002 on Ocean Beach, California. It's pioneer had a summer job holding a sign promoting a local business, deciding this was the most boring job ever, he started to perform elements of street dance, acrobatics and skate moves with the sign. Since the early days Sign Spinning has grown across America and had been featured on US TV.

The MK Sign Spinners were recruited in the USA and tasked to encompass some of the signature moves from the MK game, specially created MK signage allowed the branding and 'essence' of the game to be taken into any event and enjoyed by everyone.

### ACTIVATION:

Creation of viral allowing client PR to intro concept to media 2 weeks before events. Sign Spinners from USA brought to UK for 1 week of media and event performances incl. appearances at The NEC Gadget Show Live, GAME locations (the retail partner), numerous media houses and guerrilla activations in numerous locations.



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### RESULTS & CONCLUSION:

Media bought into the concept the Mortal Kombat Sign Spinners received massive mainstream media coverage that included appearances on ITV's Daybreak 'Cool Before School' feature, Clive Anderson Radio 4 Loose Ends Show, Talk Sport's Andy Jacobs & Paul Hawksbee show and ITN 'Game On'.

In addition there were features in numerous publications including the Evening Standard, Loaded & FHM.

GAME found the events a great solution for driving traffic to their retail locations and guerrilla street performances drew crowds and seeded MK across social platforms.

With the economic downturn it is inevitable that marketing budgets are reduced and what is available is often targeted towards more traditional media.

**However by providing a unique concept in an original way, it is possible to connect with people in any environment whilst driving massive rewards from PR coverage, thus generating a client ROI of 2,300% in media coverage alone.**

For highlights clip go to : <http://www.youtube.com/ADEPTMG>



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