

DANCE:UK

EXCLUSIVE ENTERTAINMENT

Objectives

Promote the launch of Big Ben Interactive's Dance:UK by holding national Dance:UK championships in shopping centres across the UK.

Execution

Shoppers were invited to take part in the championships by performing a sequence of dance steps on the Dance:UK mat to a selection of songs and tracks.

They competed against other contestants and winners went on to a final round to win Playstation consoles and Dance:UK software.

The overall winner of the national grand final won three days in a studio to record a track for the next Dance:UK music upgrade.



Celeb sparkle was added by Gina G (of "Ooh Aah Just a little Bit" Eurovision fame), who demonstrated the mat along to her track.



Results

As well as demonstrating the product, the music and visual stimulation of the activity attracted crowds to watch in the mall, raising brand awareness.

"We always aim to provide our clients with unique solutions when helping them to market their products. The Dance:UK mall tour helped the publisher Big Ben Interactive to achieve a number 1 hit at Christmas in a result of this model of experiential marketing"

Phil Ellis, Director,
Exclusive Entertainment

