

BARS & CLUBS

DISTORTING MIRRORS & DRINKING GLASSES



WHEN THERE IS ALCOHOL IN THE GLASS, THE SLOGAN ON THE BOTTOM IS INVISIBLE. WHEN IT IS DRAINED, WE SEE THE INSCRIPTION AND THE DISTORTED IMAGE OF THE DRINKER.



DISTORTING MIRRORS PUT IN BARS & CLUBS



YOUTUBE

INTERACTIVE VIDEO - STORYBOARD

WOMEN



The video will be shot in two versions - for men and women, to achieve a maximum level of continuity of the message of both sexes. That's why the video begins with a question about the gender of the viewer.



Showing a party with young, friendly people who are having fun. The main character is happy and raises her glass to drink the alcohol in it.



The video stops. A question appears asking whether the characters shall continue drinking or not. The viewer decides what happens next.



When the answer is "NO", the video continues in a positive direction - dancing, entertainment, new friendships, flirt.

WANT TO BE THERE?

IT'S NOT UP TO ALCOHOL, IT'S UP TO YOU

The slogan of the campaign appears.
END OF VIDEO 1

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WOMEN

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2



Showing a party with young, friendly people who are having fun. The main character is happy and raises her glass to drink the alcohol in it.

3



The video stops. A question appears asking whether the characters shall continue drinking or not. The viewer decides what happens next.

4



When the answer is "YES", the girl is holding a glass full of alcohol and she drinks it. The action repeats with more drinks.

5



Under the influence of alcohol, she begins to stagger, hustling into the others, causing other people's irritation, disgust and disapproval.

6



Because of her indecent and inappropriate behavior, the drunken girl is thrown out of the party.

7



The girl is sitting on the front steps of the bar, left alone with her glass only.

8



After draining her glass, she peers at its bottom, seeing her distorted reflection and the campaign slogan.

9



The slogan of the campaign appears.
END OF VIDEO 2.

All illustrations are exemplary. In case of realization, all videos are supposed to be shot with actors. The effects used in these storyboards will not be used in the final video.

All the concepts have detailed scripts, which are too long to be put in this project.

YOUTUBE

INTERACTIVE VIDEO - STORYBOARD

MEN

1



The video will be shot in two versions - for men and women, to achieve a maximum level of continuity of the message of both sexes. That's why the video begins with a question about the gender of the viewer.

3



The video stops. A question appears asking whether the characters shall continue drinking or not. The viewer decides what happens next.

5



Under the influence of alcohol, he begins to stagger, to disturb the girls, causing other people's irritation, disgust and disapproval.

7



The boy is sitting on the front steps of the bar, left alone with his glass only.

9



The slogan of the campaign appears.
END OF VIDEO 2

2



Showing a party with young, friendly people who are having fun. The main character is happy and raises his glass to drink the alcohol in it.

4



When the answer is "YES", the boy is holding a glass full of alcohol and he drinks it. The action repeats with more drinks.

6



Because of his indecent and inappropriate behavior, the drunken boy is thrown out of the party.

8



After draining his glass, he peers at its bottom, seeing his distorted reflection and the campaign slogan.

All illustrations are exemplary. In case of realization, all videos are supposed to be shot with actors. The effects used in these storyboards will not be used in the final video.

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OUTDOOR

AUGMENTED REALITY + DISTORTING MIRROR BILLBOARDS

AUGMENTED REALITY BILLBOARD



WANT TO BE THERE?



DOWNLOAD OUR FREE APP NOW
AND POINT YOUR DEVICE AT THE BILLBOARD

MARKS WITH RED AND SQUARES

WWW.YOURREFLECTION.COM

BILLBOARD WITH DISTORTING MIRROR



FOLLOW THE QR CODE, DOWNLOAD THE APP AND
SEE THE PICTURE COMING TO LIFE (SEE NEXT PAGE)

STAND IN FRONT OF THE DISTORTING MIRROR
CENTER AND SEE YOUR DISTURBING REFLECTION



OUTDOOR

AUGMENTED REALITY + DISTORTING MIRROR BILLBOARDS



1



Point your device QR reader at the billboard, download & install the app.

2



The picture comes to live, taking you to a great party.

3



The video stops, you decide if the character shall keep drinking.

4



If the answer is **negative**, the party continues with lots of fun and dances.

5



The slogan appears.

1



Point your device QR reader at the billboard, download & install the app.

2



The picture comes to life, taking you to a great party.

3



The video stops, you decide if the character shall keep drinking.

4



When the answer is **positive**, the girl keeps drinking on and on.

5



Under the influence of alcohol, she begins to hustle into the others, causing people's irritation & disapproval.

6



Because of her indecent and inappropriate behavior, the drunken girl is thrown out of the party.

7



The girl is sitting on the front steps of the bar, left alone with her glass only.

8



After draining her glass, she peers at its bottom, seeing her distorted reflection and the campaign slogan.

9



The slogan appears. End of video.

These two videos are the same as those on YouTube. All illustrations are exemplary. In case of realization, all videos are supposed to be shot with actors. The effects used in these storyboards will not be used in the final video. All the concepts have detailed scripts, which are too long to be put in this project.

PRESS

ADVERTISEMENTS IN MAGAZINES



PAPER POCKET WITH INSERTED REFLECTION FOIL, RESEMBLING A DISTORTING MIRROR

SECOND OR FOURTH COVER IN MAGAZINES

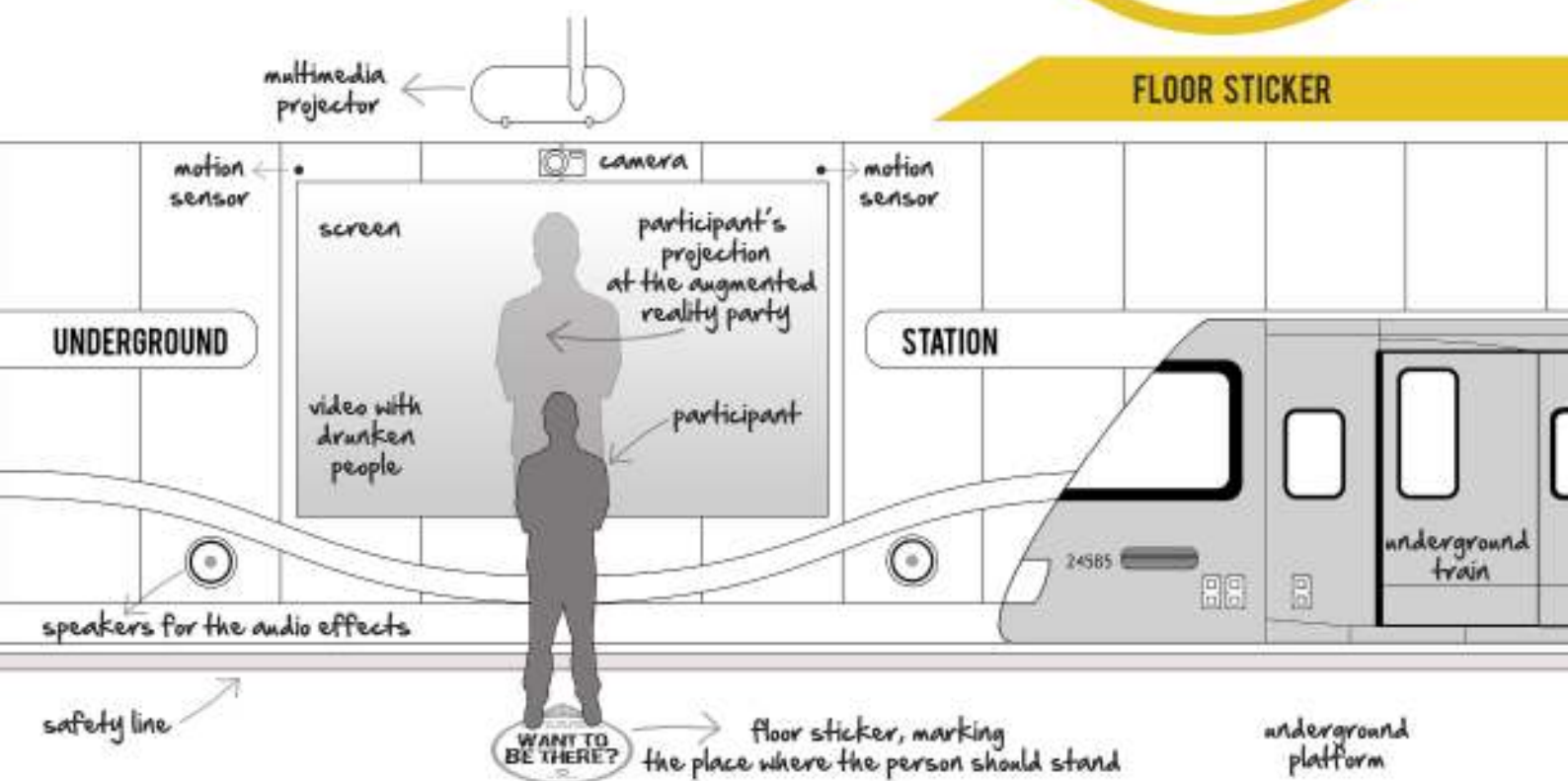


UNDERGROUND

INTERACTIVE EXPERIENCE



FLOOR STICKER



The **motion sensors** on the wall of the underground station register a person standing on the floor sticker. The **multi-media billboard** on the opposite side starts projecting their reflection **in real time**. The person is situated in the middle of a party being surrounded by drunken people. They hustle, shove and spill drinks onto the participant.

When the person is annoyed by the awful situation and steps back, the video ends with the **slogan**:

WANT TO BE THERE?

BINGE DRINKING RUINS YOUR IMAGE



UNDERGROUND



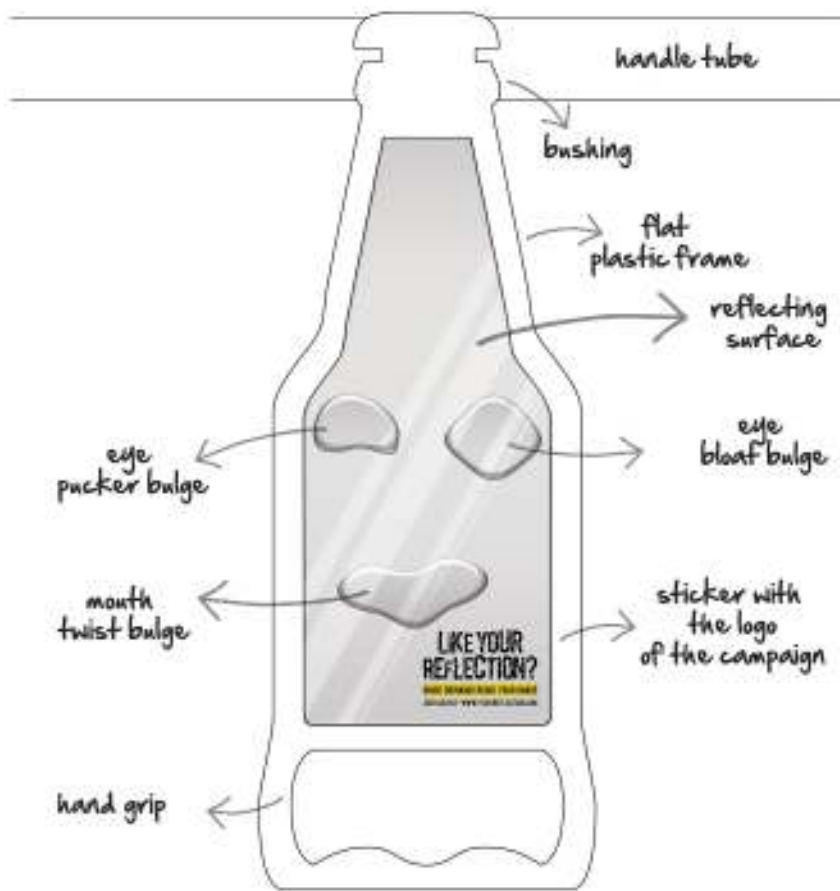
STATION

WANT TO BE THERE?
BINGE DRINKING RUINS YOUR IMAGE
SEEK ADVICE - WWW.YOURREFLECTION.COM



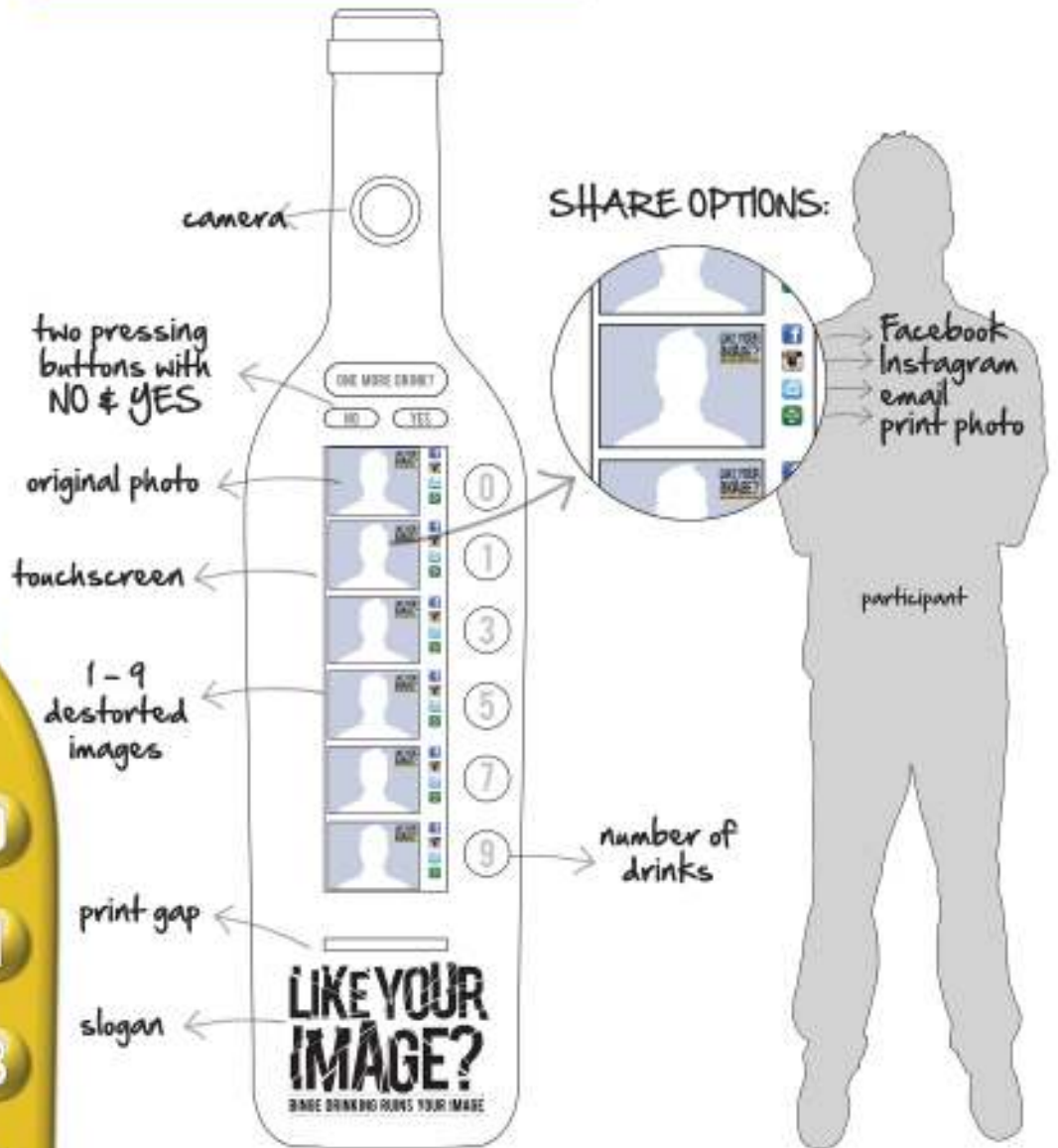
HANDLES

IN PUBLIC TRANSPORT VEHICLES



PHOTOAUTOMAT

DO YOU LIKE YOUR DRUNKEN IMAGE?



PARTIES

SPONSORED BY ALCOHOL BRANDS



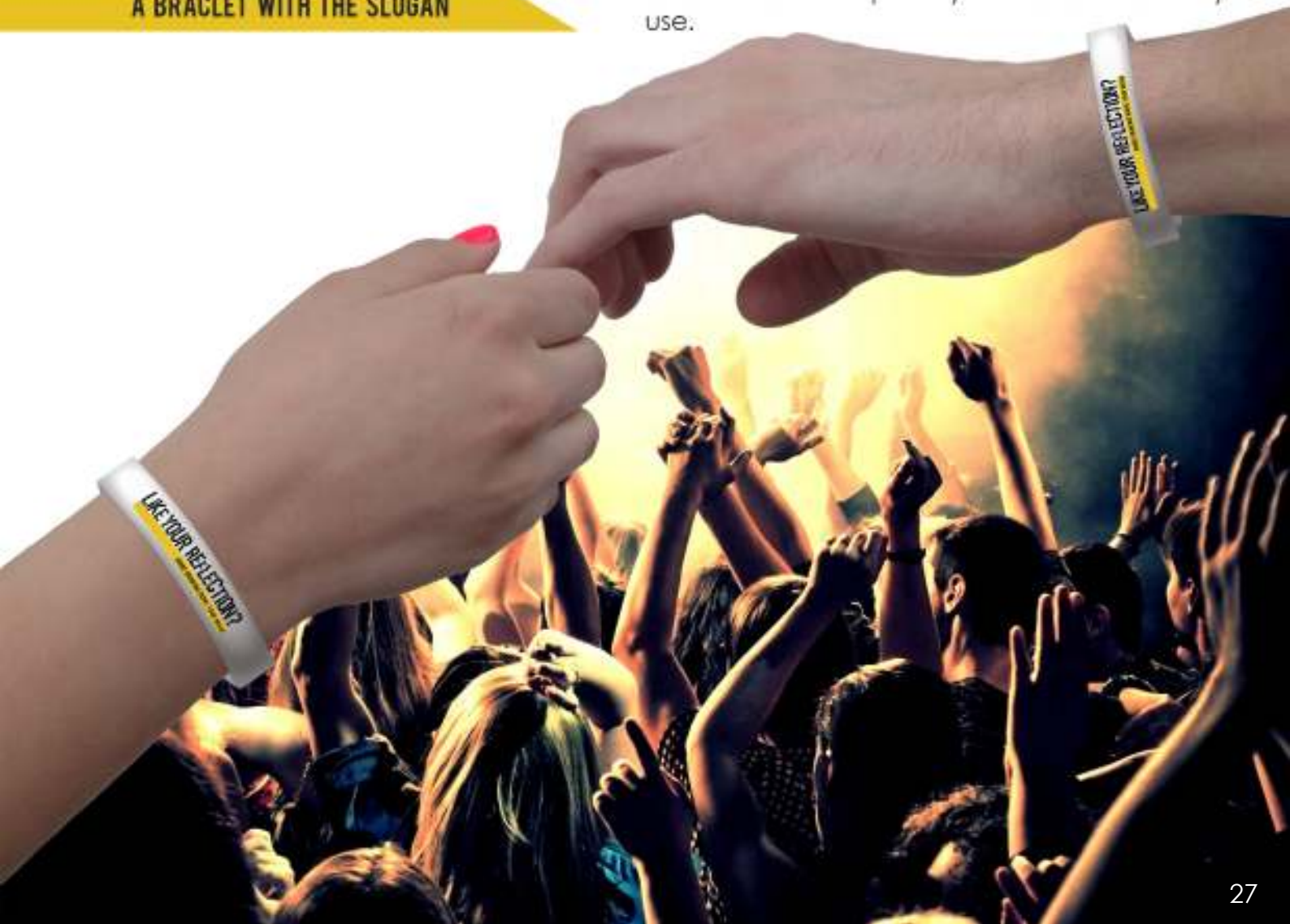
A BRACLET WITH THE SLOGAN

Organisation of **parties** for the target group with **lower consumption of alcohol**.

Guests will receive a **bracelet** for every ordered drink. This is a way of observing usage.

For the events' organisation, leading alcohol brands can be attracted as **sponsors**, by taking an active participation in the campaign. The demonstration of **social responsibility** will positively impact on their brand image while offering their products under the message for **moderate consumption**.

The purpose of the parties is to give young people unforgettable experiences with a lot of **dancing, new acquaintances and nice music**, showing that true fun depends only on them, and not on the quantity of the alcohol they use.



MEDIA BUDGET



- OUTDOOR
- PRINT (MAGAZINES)
- YOUTUBE
- FACEBOOK
- APPLICATIONS
- DISTORTED MIRRORS
- GLASSES
- PUBLIC TRANSPORT

POST CAMPAIGN EVALUATION

► **Qualitative and quantitative marketing research**, conducted by independent agencies before, at the time of and after the campaign.

Targets:

- To determine the accomplished change in target group's perception.
- To determine the target group's willingness for change in behaviour.

► Conducting anonymous surveys among the target group (mainly in universities and in the participating clubs and bars) to determine the **habits** related to the usage of alcohol by young people. To be done before and after the campaign, **comparing the results.**

► A survey on Facebook – several questions regarding the usage of alcohol and the lifestyle of the young. The people who complete it will receive the following results:



Afterwards users will have the chance to share their status on their Facebook walls.

- All media will redirect users to the single official website of the project, dedicated to aiding young people realize that binge drinking is a problem with numerous consequences.

Seek advice – www.yourReflection.com

LIBRARY LINKS

YOU CAN CLICK ON THE IMAGES AND THIS PDF WILL REDIRECT YOU TO THE LIBRARY FILES AUTOMATICALLY



<http://www.adventure-competition.eu/library/19/3/01.jpg>



<http://www.adventure-competition.eu/library/19/3/02.jpg>



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Thank you!