

AN UNORIGINAL ACTION

What if we created something that used piracy itself to conquer new customers?



1 A SHORT VERSION OF THE FILMS WAS REMADE.



Challenge

Movie piracy attacked video stores all over the world. In Brazil 9.000 stores closed their doors. With this in mind Video Hobby, a Brazilian video store, asked the agency for an action to attract new customers to its new Mega Store.

So we thought:
What if we created something that used piracy itself to conquer new customers?

2 CREATION OF A FAKE SITE TO DOWNLOAD FREE MOVIES.



3 DISTRIBUTION OF DVDS ON THE STREETS NEAR THE NEW STORE.



Results

During the month of the action 1.567 new client entries were made. The number of followers of Video Hobby's profiles on social networks and website visitors more than doubled. With no investment in mass media the new Mega Store started its activities with more registered clients than any other Video Hobby store. The total cost of the action was 16 thousand Euros.

Idea

The first step was choosing movies that were blockbusters in Brazil in the year of 2011. Assuming that a pirate movie doesn't have the same quality as an original movie we re-filmed short versions of the movies with no respect to quality. None at all.

It's not hard to imagine the public's reaction when they watched our movies. In the end a message: **"DON'T EXPECT A LOT FROM A PIRATE MOVIE."**, alerted the customer about the low quality of a pirate movie. To watch the original movie all they had to do was take the pirate DVD to the new Video Hobby Mega store and register as a new customer.

Strategy

With the re-filmed movies ready we launched a pirate website for free movie downloads called "quero filmes gratis" and shared on social networks. People could download movies from their PCs, iPads or mobile phones. On streets near the new Mega Store promoters were hired to help spread the website distributing DVDs as a website's courtesy.

We created posters containing QR-CODES through which the movies could be downloaded. We also sent a "pirate-kit" to homes near the Mega Store. The kit contained the movies and some souvenirs.

4 CREATING POSTERS OF THE SITE WITH QR-CODE MOVIES.



6 THE ACTION CONSISTED IN THE EXCHANGE OF PIRATED DVD BY THE RENT OF THE ORIGINAL VERSION. DURING THE MONTH OF THE ACTION 1.567 NEW CLIENT ENTRIES WERE MADE.



5 SENDING A "PIRATE KIT" FOR DOMICILES NEAR THE NEW STORE.

