

AN UNORIGINAL ACTION

PROMO & ACTIVATION
Suport images



Promotional activities made near the new store



Promoters distributing DVDs as a website's courtesy.



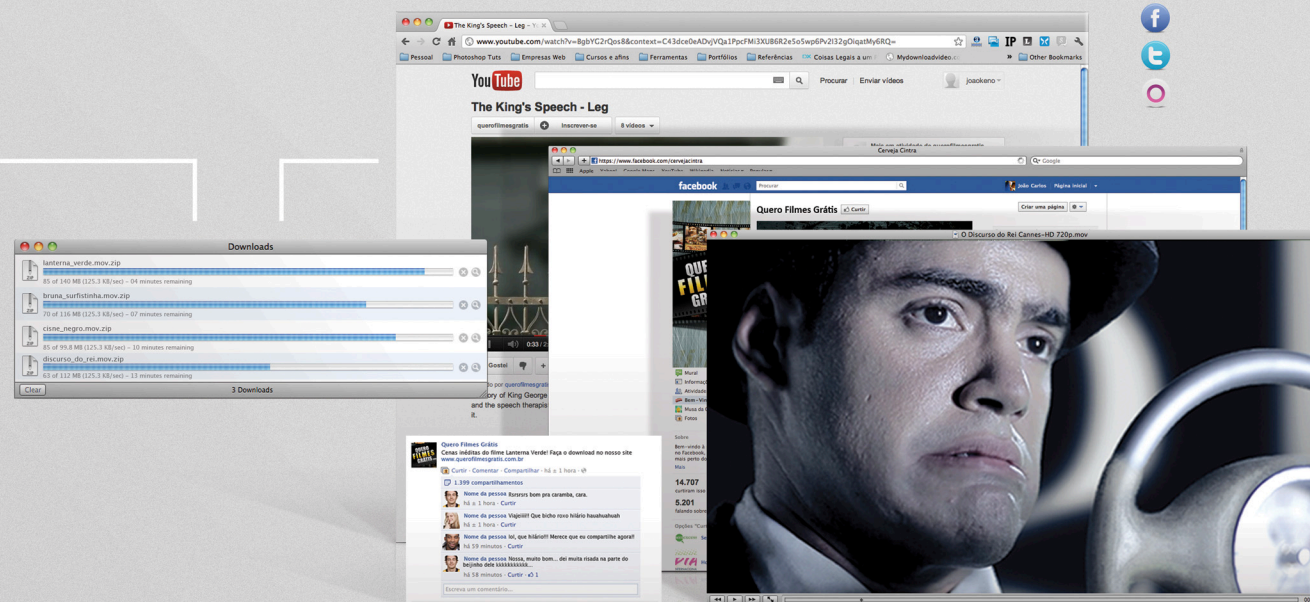
Promotional posters and direct mailing



Pirate DVD



Creating a website for free movie downloads



People download the movies, record on a cd and take to the store

