

# Creativity for launch party



**Mark Borrkowski** sought a venue for launching a promotion for the **Man of Action** children's toy, he used a multi-storey car park.



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# Creativity for launch party



**The Pediatric Oncology Group of Ontario** hosted its annual gala at the Liberty Grand Entertainment Complex

# Creativity for launch party



**The Breast Cancer Research Foundation's** Hot Pink Party once again took over New York's Waldorf-Astoria. The April 17 benefit, which raised more than \$5.2 million, took on **the theme "¡Viva Fiesta!"**

# Creativity for launch party



To launch the campaign between **Tommy Hilfiger** and tennis star **Rafael Nadal**

# Creative use of a personal name

New name for the product

*Walker Crisps*

**‘Salt ‘n’ Lineker’**



Gary Lineker

# Creative use of spokespersons

**YORKSHIRE**  
**Evening Post**

Rather than using a spokesperson from the company, the paper directly asked the questions about the parent company's motives for closures.



# Unfortunate use of spokespersons

**I AM THE BULLET IN THE CHAMBER**



Creativity in the *'worst day of the year'*

## January blues

$$\frac{[W + (D - d)]T^Q}{M N_A \star}$$





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Piggy-back idea  
‘The worst day of the year’

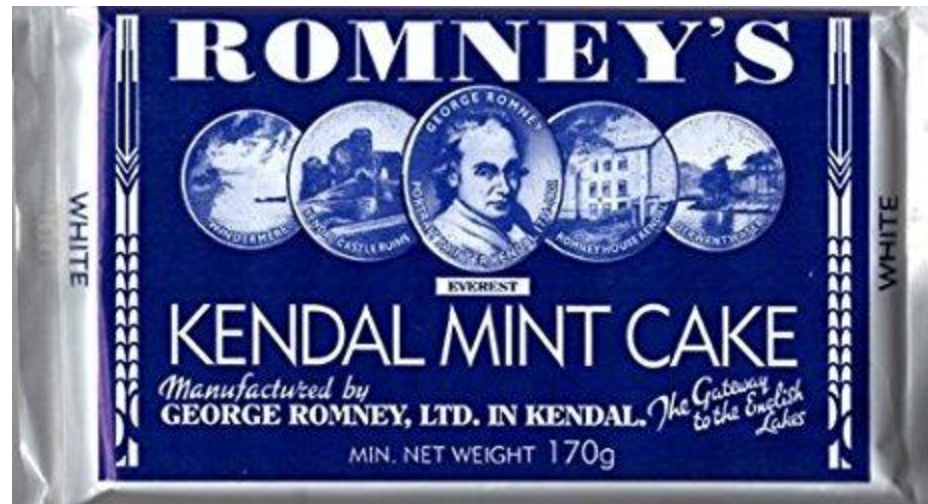
BEAT BLUE MONDAY

Overcome your  
depression !



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Creativity to make a mailing more memorable



**Making a routine news release stand out  
in some way**

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# Creative use of gambling as an 'insurance'



**Boddingtons** models visited  
**England cricket team** to encourage  
them.

**Lucky gambling**



© Melanie Sykes/ Instagram

# Creative use of an unusual event



**77 million** – OTS

**30 000** – people visited installations

**48 000** glasses of Hoegaarden were consumed