

valmorgan

cinema
network

Tourism NZ Spring Pass

live in cinema

Moviegoers were in for a treat when a Tourism NZ cinema commercial came to life before their very eyes.

To the surprise of the audience an actor ran from the screen right into the cinema auditorium and then entered into a dialogue with the actors on screen before exiting the cinema and reappearing on screen.

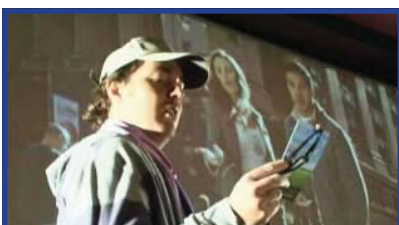
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The ad opens with two presenters introducing the Spring Pass to a passer-by. After hearing about the Spring Pass and seeing some of the great things on offer in New Zealand, the actor decides he wants to go to New Zealand immediately and dashes off with the Spring Pass to the bemusement of the two presenters.



The actor then appears in the cinema auditoria to the surprise of the audience with the Spring Pass in his hand.



From the cinema the actor enters into a dialogue with the actors on screen who persuade him to bring the Spring Pass back. They explain that the pass in his hand is only a prop from the ad and advise him to download the real thing from the website.

After some deliberation the actor agrees, he runs out of the cinema and reappears back in the commercial, where he returns the Spring Pass back to the presenters.

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The campaign was planned and bought by Mindshare Sydney, the creative was by JWT Sydney and bought to life by Live Works.

For more information contact your Val Morgan Cinema Network representative