



swinburne university of technology

live in cinema

Swinburne University of Technology ran an innovative campaign to communicate the 'Let's Get on With it' positioning to moviegoers.

Through a well choreographed conversation with the on-screen commercial, a planted audience member added an unexpected live theatre component to the cinema experience.



The on-screen commercial begins, the setting is a windswept beach, with a model-looking couple frolicking in the shallow water. The lavish visuals coupled with an ethereal soundtrack create the impression of an indulgent fragrance commercial.



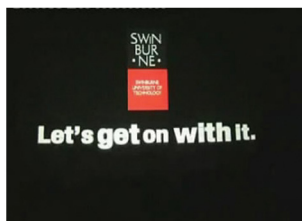
What film-goers don't expect is the sudden interruption by a member of the audience, a planted Swinburne student, who urges the commercial's screen actors and director to 'get on with it'.



After a series of exchanges between the director on-screen and the actor in the audience, the director is persuaded to get on with the ad, cutting to the Swinburne logo. A fast-paced sound track ends the commercial with the words "Let's Get on With It" - the University's positioning slogan.



The campaign, developed and produced by agency Samuelson Talbot, was 'performed' at over 700 movie sessions and comprised part of a web marketing campaign aimed at prospective students. Samuelson Talbot Managing Partner, Michael Wall said "Implementing a high impact low frequency media strategy is the perfect avenue to reach these students. Because of its uniqueness, the communications package had powerful cut-through in cinemas and stimulated substantial pass-on for the web marketing element of the campaign".



Swinburne's Marketing Director, Jonathan Russell, commented "It's a different and fun way for us to communicate to a broad cross-section of people that if you're looking for a learning environment that attracts 'go-getters' and innovative people who want to cut to the chase and get on with it, then come to Swinburne.

The live event created a memorable connection with audiences and also enhanced the audience experience during the pre-show before some of the year's most highly anticipated blockbuster movies.