



4-5h

10-60
peopleindoor
+ outdoor

PL / ENG

You will be filmed

Do you remember “The Truman Show”? There is a scene in which Truman’s wife comes back home from work and shows her husband a brand new kitchen knife, saying its name and admiring its quality. You may say – “Pure product placement” – the authors of the film scoff openly at advertisers’ unrefined techniques. We will not cry over the fall of ethics in the media, but take a close look at the “product placement” phenomenon with a pinch of salt. What about taking the roles of advertisement specialists?

The game for:

- teams that want to check the power of their creativity
- marketing and sales department employees
- all those who are interested in the influence of the strategy on results
- compulsive watchers of movies and TV
- groups that want to integrate in an original way

Challenge:

You will prepare a one-day TV schedule for one of the leading TV stations. This day is special – all programmes are sponsored by four key producers from the following industries: chemical, food, audio/video devices and household appliances. The sponsors’ day is supposed to be the most profitable broadcasting day for television. Therefore, you must scrupulously meet the orderers’ requirements regarding the content. Viewing figures will depend on which programmes you will select from the list. To balance the number of intellectual and physical challenges, you will also randomly select a category of special and stunt effects. Do you feel this thrill...?

Logistics:

- the event can be held both outdoor and indoor. It is important to ensure that all the groups have an isolated workplace
- it is possible to hire professional screenwriters and editors; in another version, participants film themselves

Advantages:

- developing teamwork skills
- practising effective communication
- an opportunity to take off professional masks and open to new possibilities
- discovering and improving your talents
- group integration
- improving creativity

Extensions/Variants:

- a thematic quiz regarding a selected brand (a customer’s brand) in the form of a reality show can complement the game
- the event can be transformed into branding of a selected brand – then participants’ task will be to promote a specific company/product/service
- the event can be a training course in creativity, complemented with substantive additions
- the event can be combined with a formal gala, award ceremony and motivational speech

A game through the eyes of the participants:

“An experience that makes you open, especially that standing in front of a camera has always been a challenge for me.”

“We were laughing at ourselves and the mechanisms that govern advertising. This is the strongest point of the Sponsor Day programme.”

Give them quality. That’s the best kind of advertising

Milton Hershey

