



Cunning.

Client:
Paramount

Project:
Indiana Jones



Cunning.com

Cunning London.

192 St John Street. London. EC1V 4JY
T: +44 (0)20 7566 5300 | E: info@cunning.com

Cunning New York.

The Soho Building 110. Greene Street. Suite 1103. New York NY 10012
T: +1 212 219 1050 | E: infoNY@cunning.com

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Hats off to Indiana Jones

Challenge:

- Promote the launch of the biggest DVD and Blu Ray Disk initiative of 2008
- Create online interest and buzz on the streets (LITERALLY).

Activity:

21 brand ambassadors in NYC, San Francisco, Chicago and Los Angeles strategically placed 8,000 Indiana Jones fedoras in high foot traffic locations i.e. park benches, subways, bus stops, etc.

Each hat was labeled with a call to action asking finders to upload their best Indy Hat impersonation on Flickr and tag it 'Indyhat' for the chance to win Indiana Jones goodies.

Results:

- Made headlines on major blog networks including cultural and film sites
- Over 2.1 million views over the first 24 hours!

<http://joshspear.com/item/find-the-fedora/>

<http://www.cinemablend.com/new/Mysterious-Indiana-Jones-Hats-Invade-Cities-10525.html>

<http://zoomdoggie.com/2008/10/hidden-indi-hats/>

http://gothamist.com/2008/10/15/hidden_hats.php

http://digg.com/movies/Mysterious_Indiana_Jones_Hats_Invade_Cities

<http://www.imdb.com/news/ns0000098/>

<http://topics.nytimes.com/top/news/national/usstatesterritoriesandpossessions/indiana/index.html?inline=nyt-geo>