



Cunning.

Client:
D&AD

Project:
Awards ceremony
awareness



“The market stall was D&AD’s first ambient stunt. Cunning’s understanding of our audience and bang-on creative enabled us to confidently communicate in a more daring, more relevant way.”

Ruth Mecalf, D&AD

Challenge:

Every year the D&AD Awards ceremony marks the highlight of the international creative industry calendar. Cunning was charged with ensuring awareness translated into ticket sales – of vital importance given the huge capacity of 2008’s venue: the Royal Festival Hall on the banks of the River Thames.

Strategic thinking:

Any communication had to focus on the award and the exclusivity of the iconic D&AD pencils (the ‘Oscars’ of the creative industry).

Rather than just tell the creative world about the changes, we wanted to involve them in it.

The campaign in action:

For one day only we set up a market stall at Berwick Street Market, an iconic institution in the heart of London’s adland. Norman, a legendary stall-holder in his own right, was then persuaded to ‘push’ knock-off D&ADs to leading industry creatives.

Legends such as Sir John Hegarty (BBH), Tiger Savage (M+C Saatchi), Gavin Gordon-Rogers (Agency Republic) and Steve Henry (TBWA) agreed to come down to the market stall, where for a fiver Norman ‘sold’ them an award. Each surreptitious sale was shot in a paparazzi style to stress the scandalous nature of the crime.

Results:

Undercover-style photographs and accompanying ‘crime’ story were sold into key industry magazines and websites, maximising PR for D&AD and specifically helping to sell-out the upcoming awards ceremony.

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