



Cunning.

Client:
EDC by Esprit

Project:
MTV Europe Music Awards 2008



EDC by Esprit sponsor the MTV Europe Music Awards 2008

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As a relatively unknown brand in the UK, **edc** - Esprit's youth brand - had its work cut out getting noticed as a key sponsor of the MTV Europe Music Awards (EMAs).

But thanks to a campaign devised by Cunning hundreds of thousands of music and fashion fans were screaming its name from London to Helsinki.

Hoping to earn themselves one of 300 coveted tickets to the EMAs, fans were invited to prove their worth by letting it all out in specially constructed 'Scream Booths'. Captured on film, each video could then be viewed online where visitors could vote for their favourite screamers.

A mobile Scream Booth, housed in an airstream trailer, toured the nation's universities, allowing thousands more to scream for tickets to the MTV EMAs. To herald its arrival in each location Cunning created a TV ad calling on all students to step up and scream.

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But before the EMA party even kicked off in Liverpool, Cunning turned Esprit's flagship Regent Street store into an event worthy of the glitziest showbiz bash. MTV supplied the bands, Grazia magazine brought the stylists and **edc** provided the drinks, red carpet, shopping event and the chance not only to win VIP tickets to the EMAs but also a limo-driven night out at north London's hippest club, Koko.

'You Scream' was so successful it even crossed over from fact into fiction by featuring in the storyline of Hollyoaks. (For those in the know, Hannah and Rees got into our Scream Booths and went to the EMAs...)

And finally, at the EMAs themselves, **edc** was there at the aftershows with 'TagMe' make-up artists on hand to add bespoke make-up designs to party-goer's faces.

65,462 new users were brought to edc.com with an estimated 2.5 million opportunities generated to engage with the campaign. **edc** had made some serious noise.

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