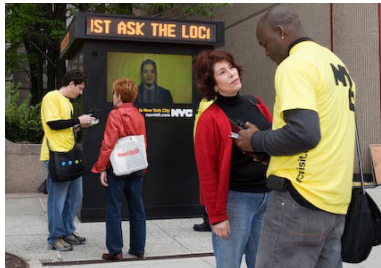




Cunning.

Client:
NYC & Co

Project:
Just Ask The Locals



NYC & Co: Just Ask The Locals

1. Background

This is the second year New York City's tourism arm, NYC & Company, has run the Just Ask The Locals (JATL) campaign, which has featured local celebrities such as Robert de Niro, Julianne Moore, Cynthia Rowley, Jonathan Adler and more.

2. Challenge:

Develop a supporting concept for Mayor Bloomberg and NYC & Company's launch expansion of the JATL tourist appreciation campaign, in cooperation with our agency partner BBH.

3. Idea:

"The Ultimate Local" information booth is an interactive booth with a Cunning twist. Passers-by were invited to pose questions to "The Ultimate Local" shown on a plasma screen on the front of the booth.

"The Ultimate Local" could see and hear questioners in real time through a hidden camera on the front of booth. Inside the booth, The Ultimate Local and a researcher armed with a lifetime's worth of city knowledge and the Internet answered questions from how many rooms are in the Gramercy Park Hotel to where to find Italian ballet shoes for ten-year-olds in the Lower East Side.

The booth was supported with a team of Cunning agents tasked with gleaning local knowledge and best-kept secrets from locals as well as helping tourists with any questions and distributing neighbourhood buttons, maps and AmEx sponsored mini city guides.

The booth and the team spent time helping people at the Tribeca Film Festival Union Square and Madison Square Park's 'Snapple Big Apple BBQ Festival'.

4. Results:

At Tribeca Film Festival booth operational from 10am - 6pm. The Ultimate Local answered questions from about 125 people, and over 2,000 people visited the booth, spoke with our brand ambassadors, or saw the booth walking by.

At Union Square the booth was open from 11am - 4pm. Approximately 100 people asked questions to our Ultimate Local with an additional 3,000 viewing the booth in passing.

At the "Snapple Big Apple BBQ Festival," hosted in Madison Square Park, the booth ran from 11am - 6pm. The booth's biggest turnout, 150+ people interacted with The Ultimate Local and 4,000 people viewed/saw the booth.

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