

“The FHM projection was voted best stunt of the 20th century by the BBC.”

Cunning.

Client:
FHM

Project:
Vote Gail



Challenge:

Cunning’s brief was to raise awareness of FHM’s “100 Sexiest Women” issue. This is an annual issue in which readers are encouraged to vote for their favourite sexiest female celebrity.

Furthermore, the activity needed to drive sales of the magazine at a quiet time of the year and develop FHM’s reputation as a sexy, cheeky, irreverent youth magazine.

Insight:

When the campaign was being planned, there was widespread concern over the dwindling turnout in British elections. The press blamed a number of factors, including the dumbing down of news and popular entertainment, a disenfranchised youth disconnected with politics, celebrity culture and high ratings/low content programming fuelling the demand for junk culture.

Magazines such as FHM were cited as part of this problem and the climate was ripe for Cunning to create some truly explosive work by subverting the status quo.

Idea: Project Gail Porter onto Parliament

At midnight, on 9th May 1999, Cunning projected an 80-foot high image of one of FHM’s hot favourites, Gail Porter, onto the side of London’s Houses of Parliament. Projecting onto the country’s oldest voting institution neatly linked the concept of ‘sexy women’ and voting.

The stunt immediately made news headlines in the UK and within two days was covered in every tabloid paper – many as a front-page leader. A day later, the stunt had attracted broadsheet coverage and within a week it became a global news story.

The FHM projection is still widely regarded as the most successful guerrilla advertising campaign ever in the UK and was voted best stunt of the 20th century by the BBC.

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Client:
HSBC

Project:
Your Point of View
Live Theatre Windows



Challenge:

To devise an activity to bring to life HSBC's global 'Your Point of View' campaign.

Insight:

Everyone likes to have their say and nowhere is this more the case than on the streets of New York. With this in mind, Cunnig decided the best way to approach the brief was to come up with an idea that was fully interactive and would allow New Yorkers to have their say.

Idea: Interactive live window displays

Cunnig joined forces with JWT to produce a unique live theatre experience at four HSBC bank branches in Manhattan.

Themed theatre shows were installed in the branch windows for passers-by to interact with. The topic of each show was aimed at getting people talking and expressing a point of view. These ranged from "Are beauty pageants trite, fabulous, exploiting or inspiring?" to, "Are sports fanatics psycho, committed, energetic or scary?"

Passers-by were able to text message their point of view on the scenarios to a short code. All of the one-word points of view then appeared in the window via plasma screens. Text messages were then collected and displayed on a microsite for the world to view.

This was a unique use of retail space for a global bank. During its presence there, the campaign more than doubled new accounts opened at the 452 5th Avenue branch.

Results: THESE ARE MADE UP, PLEASE UPDATE

OTS:	809,000
Flyers:	12,000 handed out
Sales:	£10,000 (almost 25%) worth of stock sold in the first 2.5 hours
PR Reach:	xxx thousand
Tot Reach:	xxx thousand

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