

TITAN

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KINETIC AND TITAN OUTDOOR TEAM UP TO OFFER LONDON COMMUTERS A CLOSE SHAVE WITH THE SWEENEY TODD SHAVE OFF

On behalf of Warner Bros., Kinetic, PHD and Titan Outdoor have organised an experiential Out of Home marketing stunt as part of a multi-format campaign to promote Tim Burton's latest Golden Globe winning film, Sweeney Todd.

London commuters will be offered a free expert wet shave from London's favourite barbers GEO F. Trumper – let's hope they don't follow the story-line too closely!

A barber stand, created by Warner Bros. and Titan Outdoor, will be set up at Liverpool Street and Victoria train stations next week to raise awareness around the latest Tim Burton and Johnny Depp film due for release on Friday 25th January. The stand, made to look exactly like a traditional Victorian barber shop will be fully operational (including sinks, water heaters and drainage), allowing the barbers to carry out professional wet shaves with real cut-throat razors.

The Out-of-Home campaign includes roadside six sheets, Adrail four sheets, premium large formats and 20 second ads running on Titan's digital Transvision screens at the stations, as well as ATM ads in and around the Fleet Street area. Actors in Victorian costume will also be at the stations directing people to the stands.

Luke Willbourn, Account Director at Kinetic, commented:

"Warner Bros. were looking for a high impact, creative campaign to engage with an upmarket audience in a high traffic location. By experiencing a close shave consumers should remember Sweeney Todd whilst considering their weekend plans!"

Titan Outdoor Spokesperson Stephen Dunn, UK Group Sales Director commented:

"We are delighted to have worked with Kinetic on this exciting campaign for Warner Bros. in two of our landmark London locations. This demon barber demonstrates just how powerful Experiential marketing can be!"

