ТЕЛЦИА SWANSTON ST ACTIVATION

THE Brief

Create an activation that earns media in the empty space below the Pullman hotel on Swanston St.

The experience needs to be something the public can interact with, while also being distinctively 'Pullman' ie. anchored in one (or more) of the Pullman brand pillars.



IDEA ONE Introducing YOGA HEIST

We'll convert the vacant space into an interactive challenge for anyone who passes by.

One at a time people will get the opportunity to duck, weave and stretch through a series of lasers. If they reach the end of the room they'll be rewarded with a nights stay in the Premium Executive Suite, if they trip a laser they'll leave empty handed.

pullman

OGA HEIST





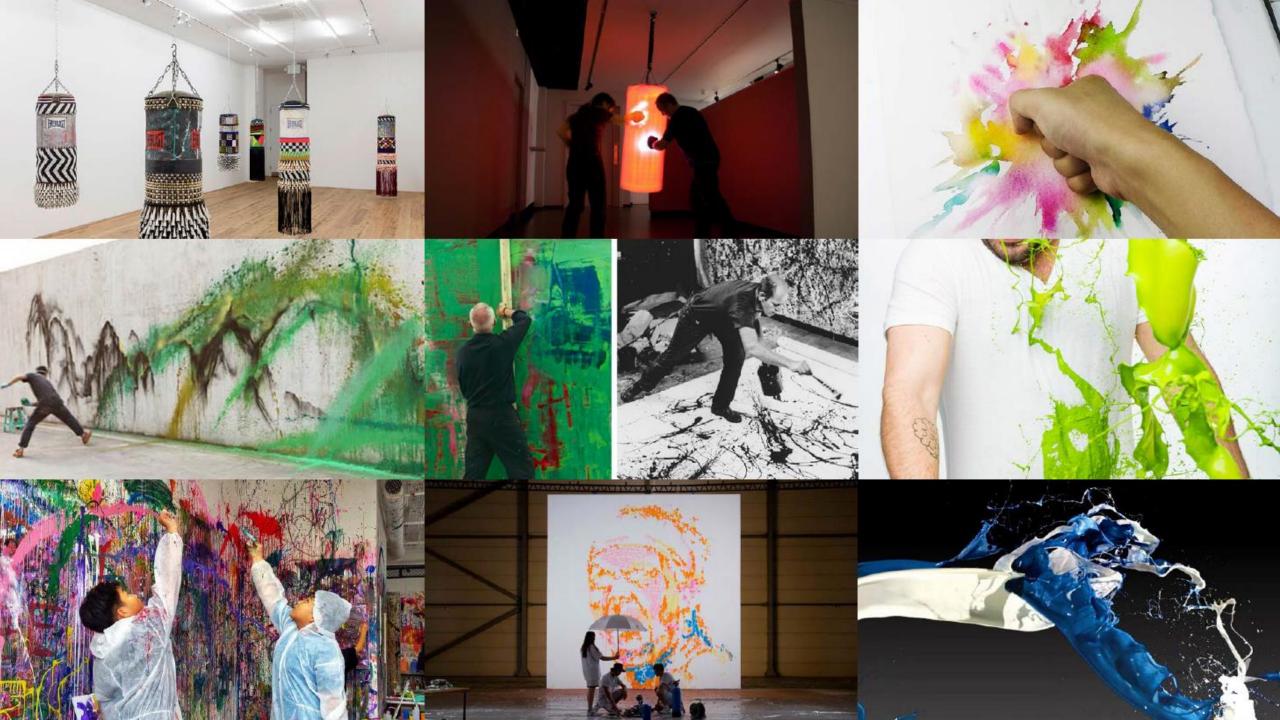


IDEA TWO Introducing THE CANVAS

We'll invite all of Melbourne to help paint a large canvas which will hang within the walls of The Pullman, but there's a catch, they won't be using brushes.

In the activation space below the Pullman we'll hang our oversize canvas alongside a specially built boxing bag which is loaded with paint.

As artists hit the boxing bag it'll blast paint at the canvas in different colours and amounts based on the strength and speed thse bag is struck with.



Idea Three: Immersive Arts

Rationale:

Pullman Melbourne on Swanston is located in the Melbourne Arts hub surrounded by Street art. The Pullman brand's key pillar is immersive art so this would be a great synergy for a PR activation to highlight on both the re-opening and the brand essence. The hotel has already worked with local artist Cam Scale for the exterior hotel artwork of Les Erdi.

Concept:

- Lets turn the space into a week-long workshop to create some amazing art that reflects on the product (history), location and brand essence
- Creation of engaging/immersive wall art/ or sculptures that guests can vote for
- Creation of a instant voting tool to choose best artwork for a temporary exhibition post creation workshop
- Small influencer launch event to reveal the exhibition under 'Secret space' to tie in with 2020 brand concept
- Street performers & Live music to launch the exhibition
- Suggestion to work again with Cam Scale who has created the façade Les Erdi portrait
- Make guests feel like taking part in the creation with instant folding/writing jobs
- Guests take away a free coffee with art stencil/branding as coffee foam Instagrammable
- Artwork made for taking quirky selfies so audience can engage with them and share across Social Media





Idea Three: Mood Board



Idea Four: Fitness/Health

Rationale:

Pullman Melbourne on Swanston features a unique boom room, symbolic of the brand's focus on Power Fitness, encouraging the corporate audience to be the best version of themselves

Concept:

Transform the space into a Fitness/Health haven to encourage guests to engage in multiple different short activities such as:

- Interactive Wall Tennis game (show the AO link)
- Bike & Blend activity mix your own healthy smoothie during a quick bike workout session
- Healthy food on offer including healthy drink shots, protein balls, smoothies for high brain performance post workout
- Boxing corner
- One week (morning & lunch time session as well as at night time during days of extended shopping hours)
- Lets link it to Sam Groth and wife to meet/interact with guests for social amplification





Idea Four: Mood Board

