

Client details:

Scottish Widows, one of the leading Life and Pensions providers and the most trusted brand in the sector.

General event info:

8 x 3D screens at St.Pancras Station including the WOW zone Cheoptic unit from 15th to 28th September 2009. The event was a huge success and we were able to target a high profile commuter audience as well as tourists travelling on Eurostar.

Objective:

To generate PR for Scottish Widows using new and innovative media and also to reinforce our leadership credentials in the pensions industry.

Process:

A video file of the Scottish widow was supplied on a white background, making it possible to alpha out which in turn meant the Scottish widow could have the effect of being in 3D, creating a very effective commercial using a simple white background and basic logo's and text.

Result:

Scottish Widows unveiled a three-dimensional advertisement, designed to reinforce its leadership credentials in the pensions industry. The advertisement uses Philips "WOW" technology (similar to 3D films), and is to be shown in the central concourse opposite Eurostar departures.

Closing quote:

Stuart Green, Senior Brand Manager, commented "It has never been more important for the nation to wake up to the need for retirement planning and this campaign was designed to encourage people to start planning for their futures. We were delighted to work with Balfour on this exciting campaign as they are well-known market leaders in providing cutting-edge audio-visual technology."

Press coverage:

The Scottish Widow herself, Hayley Hunt, appeared at St Pancras to kick start the campaign, much to the surprise of commuters and travellers.