



Probako Communications / Creative PR Campaign for Viasat3

Challenge

Supporting ATL activities of Viasat Topmodell license show with unconventional communication tools.

Strategy and Action

Supporting ATL activities of Topmodell during governmental elections by political campaign tools, viral movie and press relations. According to our strategy, we popularized the show by special outdoor posters, flyers, and street activity. In all cases, the message was "Vote us by your remote control!" As an element of the campaign, a viral movie was shot and distributed at video broadcast sites, such as YouTube, Freevlog, etc. The movie was shot on the very day of the governmental elections.

Results

Viral movie shot with city mayor candidates and Topmodell-branded hostesses has been watched by more than 30 thousand people. Topmodell photo appeared on cover page of leading daily, Népszabadság, and also at Index.hu and online versions of other important dailies.

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