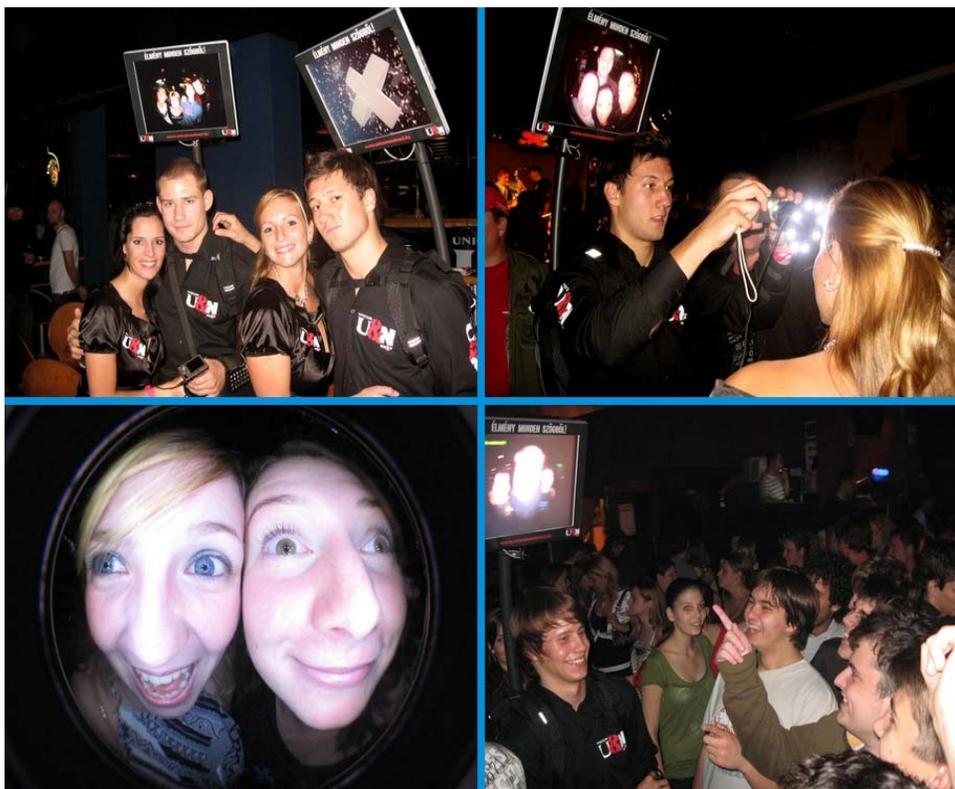


## Unicum and UnicumNext campaign



### Agency/Client

HPS Experience

### Brand

Unicum and Unicum&Next

### Industry

Liquor

### Application

PixPic

### Region(s)

Bigger cities' popular clubs, pubs and discos all over Hungary.

20 stops campaign mainly on Friday and Saturday nights.

## OBJECTIVES

- Make hype for Unicum&Next
- Provide entertainment
- Encourage consumers to drink (responsibly)
- Take pictures
- Support Unicum and Unicum&Next's gift promotion

## SOLUTION

Pixman units from 23:00 until 03:00 taking pictures with led light supported 181° fish-eye optics, displaying images not just on the Pixmonitors, but on removable plasma screens all over the place.  
People can get their pictures from Unicum&Next's micro-site.

## RESULTS

A huge success everywhere we go. The crowd is between 400-800, each night and the units collect around 400-500 pictures.