



time

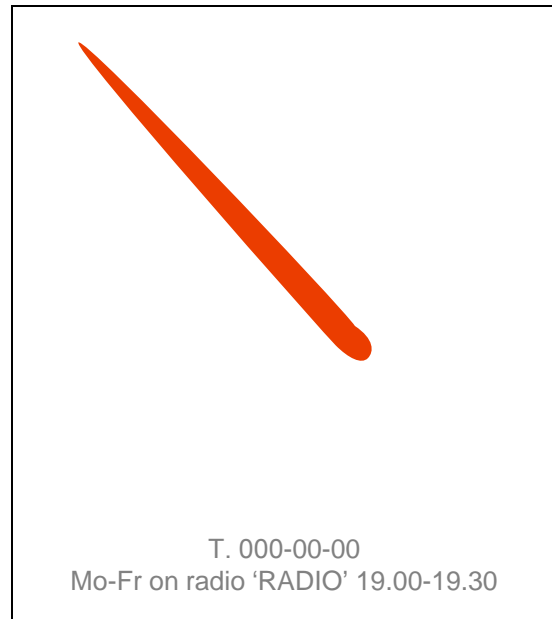




Launch of pre-paid system TIME
(online per-second billing of MTS mobile operator)



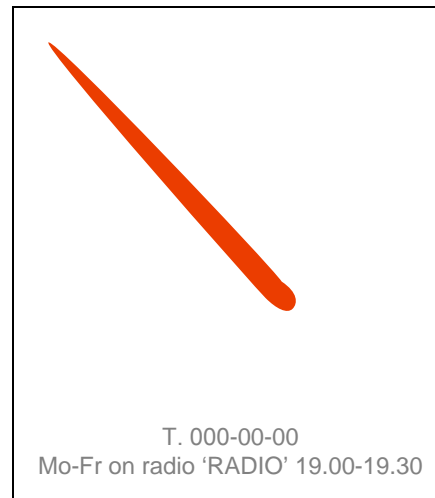
- Distribution of flyer with clocks which have only second's arrow
- Launch radio broadcast
- Press
- OOH



Teasing example

Radio broadcast

- The main idea of this broadcast is interaction with consumers. They must call to radio and tell story about origin of this flyer



- The most interesting stories will win tickets on TIME-PARTY, which will be at the end of teasing campaign.

TV • Radio

TVC:

- The usual case. Somebody asks other person `What time is it now?` And other person answers `35 sec` or `256 sec` People look at this person with strange sight, and this person shows his clocks, where we can see just second`s arrow.

Radio:

When exact time is announced we will hear follow «Exact time is 600 seconds»





Timur Sharifov

e-mail: hi@timursharifov.com

skype: dream-tim

web: www.timursharifov.com