

T-Mobile: Street Movies

Audience: 5,200

Location: Birmingham

Project: Experiential



Background & Objectives

T-Mobile wanted to create an outdoor Drive-in Movie Cinema experience targeting 18 -24 year olds. A different and inspiring event bringing the brand to life, making it recognisable and tangible and making T-Mobile the preferred brand.

The Experience

The event was held over 26 consecutive nights at a creatively converted disused freight site. MotivAction were responsible for:

- providing pre and on-site management, liaising with the local authorities and co-ordinating 2 other agencies, providing the AV and creative production
 - specifically recruiting, training and managing an on-brand crew of 50+
 - managing a 1 week set up, utilising plant machinery to a tight deadline and health and safety standards
 - strategic and logistical planning and management of on-site activities and staff to ensure targets were achieved and an excellent customer experience had by all
- Guests also experienced a play zone with interactive games, Street Movies bars and food themed to the movies shown.

Results & Outcomes

Street Movies was a great success creating the desired noise about T-Mobile and engaging its target audience with the Street Movies brand. MotivAction were an integral part of Street Movies, resulting in MotivAction being retained as a partner for the production of 'Street Ice' events.

