

# Playstation Experiential Activity In Shopping Centres Helps Achieve No.1 Christmas Hit



## Customer

Dance:UK  
(Bigben Interactive)

## Location

Shopping centres across UK

## Industry

Technology



## Background

- Dance:UK is a computer game where players watch arrows appear rhythmically on screen and must hit the corresponding button (on either a dance mat peripheral or the standard PlayStation controller) in time with these arrows and the music - points are awarded for accuracy with extras for making certain 'combos' (mini-routines within a song which are deemed especially difficult or long)
- Bigben Interactive is a major player in the video game industry throughout Europe

## Venue

- Shopping centres across the UK

## Mission

- Promote the launch of Big Ben Interactive's Dance:UK

## Execution

- Hold national Dance:UK championships in shopping centres across the UK
- Shoppers were invited to take part in the championships by performing a sequence of dance steps on the Dance:UK mat to a selection of songs and tracks - they competed against other contestants and winners went on to a final round to win Playstation consoles and Dance:UK software
- The overall winner of the national grand final won three days in a studio to record a track for the next Dance:UK music upgrade
- Celeb sparkle was added by Gina G (of "Ooh Ahh, Just a little Bit" Eurovision fame), who demonstrated the mat along to her track

## Results

- Successfully demonstrated the product
- The music and visual stimulation of the activity attracted crowds to watch in the mall, raising brand awareness

*"We always aim to provide our clients with unique solutions when helping them to market their products. The Dance:UK mall tour helped the publisher Bigben Interactive to achieve a number 1 hit at Christmas as a result of this model of experiential marketing."*

Phil Ellis  
Director  
Exclusive Entertainment  
(Agency for DANCE:UK)