

Airtime hi-jacking

for the german sociocritical daily newspaper

die tageszeitung

The banner.

„What do you think of video surveillance on public places and streets?“

A means of anti-violence or just a security hype in mass media?

Discuss about on the internet www.taz.de

die tageszeitung

THE SITUATION. More and more cameras observe pedestrians in public. Supposed to use only for security reasons, the material could be all-purpose.

THE OBJECTIVE. Bringing out the critical position on public monitoring of the newspaper. Giving information: walkers will be recorded in many unexpected places. An invasion of personal privacy. **THE CONSIDERATION.** How to reach this goal with a small media budget? How to get the attention of the target group and how to awaken a critical public opinion?

THE SOLUTION. Media became an important part of the creative idea. To specify: the media solution constituted the idea. Hi-jacking airtime on tv to spread the sustainable message and to break in on the target group.

THE IMPLEMENTATION. How is this marketable? The way is to *hi-jack earth.tv* – earth.tv features famous places and cities across five continents with a daily view of 60 broadcast cameras on more than 40 tv-channels. But how to hi-jack earth.tv? Look via google maps for the locations of the cameras. Choose one or more. Find this camera. A street promotion team with a banner arranged in front of it. Staying there for a period, being recorded and later broadcasted on tv. Just as well on the internet!

THE RESULT. More than *30 millions contacts in Germany on tv* and a multiply of contacts on the internet with *a media budget of 0,- Euro!* Selective tv channels in morre than 200 countries spread the message *for free* and hit more than *2 billion viewers.*

THE ADDENDUM. Big brother is watching. Some of the street promotion teams were arrested – and set free after a short time.

<http://whatisthat.de/awards/international/taz/highjacking.html>

Screenshot – as seen on tv.



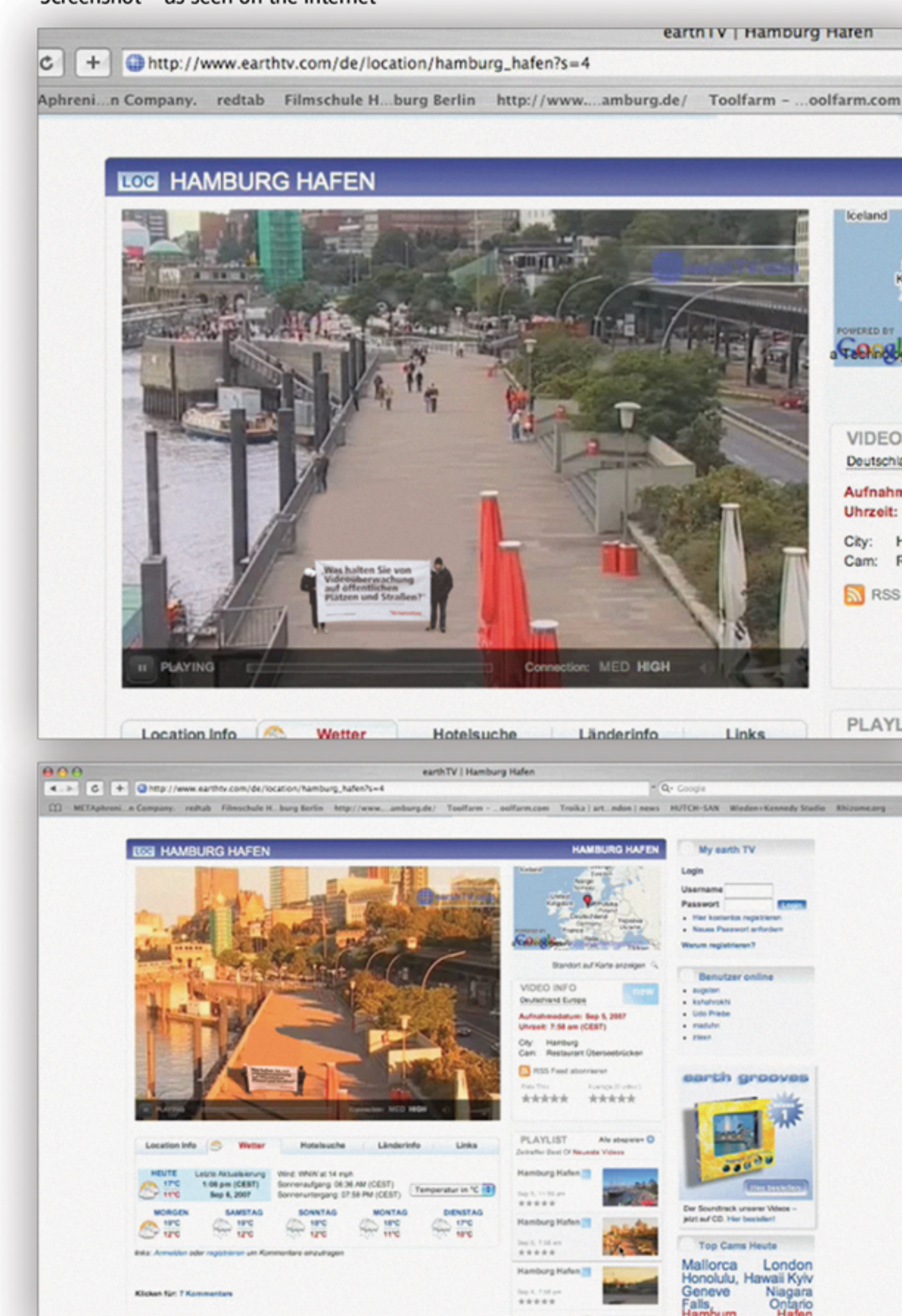
One of the street promotion teams.



TV channels broadcasting earth.tv



Screenshot – as seen on the internet



The earth.tv camera

