



THE BIG BALL

To capture the hearts and cement a relationship with primarily female Canadian millennials, an experiential pop-up play zone will be constructed to allow them to break away from their daily adult responsibilities and constraints to feel childlike joy again.

The play zone will be in a Malteser ball shaped dome which can be deployed in busy Canadian metropolitan squares across the country. The pop-up experience is easily scalable depending on room available and budget.

Each activity featured is a metaphor for serious situations in life such as paying bills, having a big job interview, or finding affordable housing. The target audience will have the opportunity to flip these scenarios they deal with and have some fun with them instead!

This campaign will allow Maltesers to directly connect and provide delight without the fear of consequence for their consumers.

Because life is simply more fun when we can drop the façade for once and get silly.



THE BIG BALL ZONES



LUXURY LAUNCH PAD

Owning a luxury loft in the heart of the city may be a distant dream, but bouncing around without a care in the world on trampolines and inflated furniture is a much more amusing, immediate, solution.



THE TRUE YOU INTERVIEW

Dress up and show up looking as ridiculous as you like for a staged 5-minute interview on your own terms. An enormous wardrobe with a variety of costumes, face paint and themes will be available to play with and snap pics.



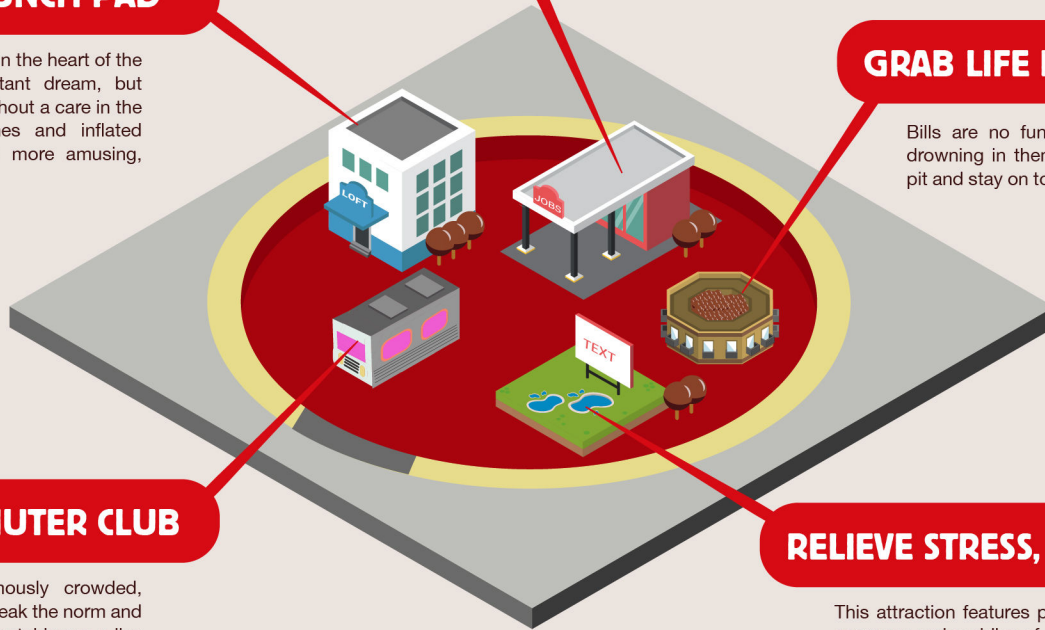
GRAB LIFE BY THE BILLS

Bills are no fun to deal with. Instead of drowning in them, people can jump in the pit and stay on top of it all, and play with the balls, of course.



THE COMMUTER CLUB

Subways are infamously crowded, stuffy, and boring. Break the norm and dance like no one's watching as a live DJ headlines a party on a recreated train cart.

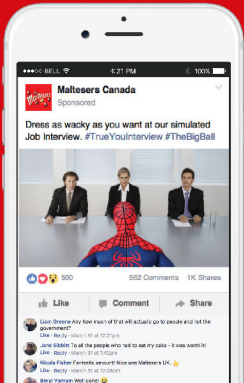


RELIEVE STRESS, MAKE A MESS

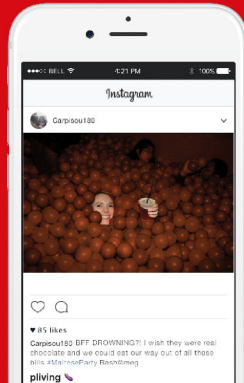
This attraction features pairs of Wellies that people can wear and puddles of water they can jump into to relieve stress and rekindle that original childhood care-free feeling. They can write their thoughts on signs to share with the world.



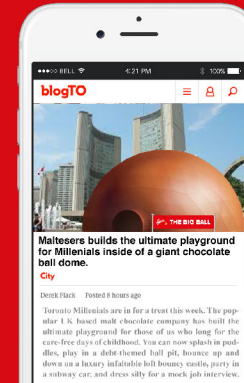
SOCIAL CONTENT, USER GENERATED CONTENT AND AWARENESS



Content from the pop-up attraction will be recorded and produced for Maltesers's own Canadian presence on social media.



User generated content will be encouraged with a pop-up related hashtag and social media competition.



Select influencers will be invited to try the pop-up attraction and to elaborate about their experience on their various platforms, which will lead to word of mouth buzz and media attention.