

# Prodigy - The Day is My Enemy

## Guerilla Projection, London



Under cover of the night, Bluman Associates executed guerrilla marketing campaign to promote the Prodigy's number one album 'The Day is My Enemy'. The team successfully projected the albums iconic artwork onto famous London landmarks, including the Houses of Parliament & Battersea Power Station.

Working in partnership with Prodigy's film team, the behind the scenes footage of the project has attracted a massive audience on Facebook, reaching over 300k fans. The Bluman team completed the technical and venue feasibility, produced projection artwork and had the team ready to deploy in under 24 hours.

It was important to guarantee the campaign created maximum impact – both with the live element of the projection, ensuring the locations would have significant footfall, and by focusing on the creation of content for the online campaign. Imperative to marketing in the digital age is the creation of shareable content, and as we can see by the number of views, this created a lot of awareness and

publicity for the band, it was also very inline with the bands ethos, so it was applauded by their fans.

'It was a great exercise to see how quickly our team could turn this kind of project around. We were officially contracted on Wednesday, by Thursday afternoon we were ready to go' commented Pod Bluman of Bluman Associates.

'We are really happy with the results and will be using this technology for other artists in the future. It was a great way to combine a live and digital promotional campaign' said Sammy Andrews, Head of Digital, Cooking Vinyl records.

### Credits

Artist - Prodigy

Client - Cooking Vinyl Records

Role - Technical and venue feasibility, artwork design, projection.

