

Body Worlds promotes extended show

Billed as the first anatomical exhibition of its kind to display real human remains, Body Worlds & The Cycle of Life opened at the V&A Waterfront in November 2012 and, following high visitor numbers, decided to extend its show from the end of February to 10 March 2013.



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To highlight this extension, the local organisers, Blue Ocean Exhibitions deployed a mix of media through 2Right, PR with The Phoenix Partnership and experiential marketing with Right Angle Marketing.

Right Angle Marketing offered promoters, dressed in Lycra body suits depicting the inner working of the body, with areas of their faces looking as if they had been flayed, courtesy of a fun make-up and face painting technique.

"Evoked required curiosity"

Activated at selected high-traffic intersections close to Cape Town's CBD and surrounds. The company handed out just short of 3000 flyers in two hours.

"The outfits and face painting most definitely evoked the required curiosity and helped us overcome the usual barrier of opening car windows to voluntarily take an information leaflet or flyer," says Anton Liebenberg, spokesperson for Right Angle Marketing.

"Our well trained and friendly promoters animatedly answered questions, engaged with motorists when necessary and handed over the information. It was impressive to witness the number motorists and passengers carefully reading the flyers."

Executed properly, intersection activations like any experiential marketing activity, can deliver results. "It is about understanding the message, internalising it and then delivering it in a clever and memorable way," he concludes.

For more, go to www.rightanglemarketing.co.za.