



PHOTO/VIDEO GREENSCREEN USA SHOW US YOUR CHARACTER

USA was challenged with capturing the chaos on the streets during their “Show Us Your Character” campaign, but wanted to avoid hindering the atmosphere with bulky cameras and demanding camera men.

The network’s agency, AMP, turned to Fullhouse who stepped up to the plate and created video pods, or booths with green screens, where people could create their own “character clips.”

To complement the video pods, Fullhouse staff were sent out with hand-held “character-cams” and

a mission to document the loose cannon characters roaming the streets. The hand-held cams were paired with tablet PCs that allowed field staff to collect consumer data before recording their clip. Videos were uploaded to the Web where visitors could view or contribute their own clips from home.



This campaign engaged consumers in a distinctive memorable manner and promoted the network’s sense of fun.



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