



A KILLER PRESENT

Problem

'Customs' is a gripping reality TV show about law enforcement teams protecting the country's borders from criminal activity. But with a huge number of other reality TV programmes competing for our audience, we had to prove Customs was a must-watch this year.

Solution

The criminal community do everything they can to outwit the Customs teams. So we gave radio DJ's and key media influencers a true Customs experience. Inside a seemingly innocent child's birthday present, was the weapon of choice for badass gangsters: a Desert Eagle handgun. We brought to life the very real situations faced by the Customs officials in the programme, and showed firsthand the lengths some criminals will go to.

Results

Our media contacts did the talking for us and generated a tonne of interest in the show. Viewing figures were up throughout the season and proved that Customs is one reality TV show that's definitely worth watching.