

Bring out the gimp BOOK

Challenge

Every year spreading east to west across the globe for one night only, thousands of young creative hopefuls take part in One Club's revered Portfolio Night with dreams of impressing a host of advertising creative directors and winning a spot at the prized New York All-Stars event. But with attendance levels dropping off, Portfolio Night was in desperate need of rejuvenation. So, on a minimal budget we challenged ourselves to create a piece of content that ad forums just couldn't resist talking about.

ldea

Built off a simple idea that it's easier for students to kidnap a creative director than to ask for face time with one, we recreated the famous 'gimp' scene from Pulp Fiction. The torturous sexdungeon set and Tarantino inspired direction was meticulously recreated beat by beat as a pair of deranged creative students hold two, confused creative directors hostage and force a viewing of their atrocious portfolios.

Results

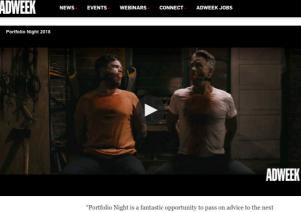
The film was talked about in advertising forums across the world - at one point becoming the top trending article on ADWEEK. And of course, with that kind of attention, Portfolio Night registrations hit all-time highs, once again.

ÖNË CLUB FOR Creativity



"The video has become the signature of the program worldwide."

> Tony Gulisano Global Chief Growth Officer, One Club



eration of enthusiastic creatives, so when we were asked to promote



their work ahead of their Perth Portfolio Night on May 23





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