

PORTFOLIONIGHT™
14
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.

Idea

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 sex-dungeon 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.



ADWEEK

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

Tony Gulisano
Global Chief Growth Officer, One Club

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Portfolio Night 2018

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"Portfolio Night is a fantastic opportunity to pass on advice to the next generation of enthusiastic creatives, so when we were asked to promote the

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One Club parodies Pulp Fiction, features creatives tied up for fighting over award

May 1, 2018 3:31
By ABIGAIL DAWSON

The One Club has promoted its upcoming Perth portfolio night by parading Pulp Fiction's 'Gimp Scene' with advertising executives who have been tied up after fighting over an award.

Created by WA based The Brand Agency, the promotional video features The Brand Agency's ECD Marcus Tesorero and JWT's ECD Paul Coghlan, bound and gagged.

Portfolio Night 2018

The video highlights how there is an easier way for creatives to show their work ahead of their Perth Portfolio Night on May 23.

Tesorero said in a statement: "Portfolio Night is a fantastic opportunity to pass on advice to the next generation of enthusiastic creatives so when we were asked to promote the night, there was no holding back when it

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THE BRAND AGENCY GIVES ONE CLUB'S PORTFOLIO NIGHT A PULP FICTION PROMO

Campaign Brief

The Brand Agency channels 'Pulp Fiction' for One Club's Portfolio Night in Perth - held Wed, May 23

Tuesday 01, May 2018 at 2:31 PM by [User]

Spreading east to west across the globe for one night only, thousands of young creative hopefuls will join One Club's revered Portfolio Night with dreams of impressing a host of creative directors and winning a spot at the prized New York All-Stars event.

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