

# WHAT IF

PEOPLE  
COULD BUY LONDON IN A NATIONWIDE  
GAME OF "MONOPOLY?"



Over the years, the Eurostar high-speed train has become the Belgians' favorite means of transport from Brussels to London. And now, because of the low British pound, London has suddenly become a shopping paradise for Belgians. That's why TBWA\Brussels came up with a "customized" game of Monopoly. Remember that great feeling of having the cash and the power to buy even the most expensive shopping streets? This idea was made interactive by turning it into a nationwide game via SMS and billboards. Every single poster had a unique code, and people could buy a poster with virtual money via SMS. As in Monopoly, owners won money when others tried to buy their street. The player who earned the largest amount of money after one week, won. Scores could be followed online. Radio was used to announce the game. The press loved it and sales went through the roof. Why interrupt your audience when you can play with them?

*Cheers, John Hut*

