

# **Chili's and the Paintings of Azkaban**

*A New Way of Making Interactive Magical*

by

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## Overview

Modern interactive marketing is so much more than web sites and email that the term “interactive” is already getting dusty. Many recent developments have made interactive a limitless environment that is barely being explored by advertisers and marketers.

Hill, Holiday has many unique opportunities to use interactive solutions to bring the Chili's account to astounding levels.

This paper explores how a cross-promotion between Chili's and the upcoming Harry Potter movies could use one interactive solution to significantly increase business, and generate great national media attention.

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# Harnessing Magical Lightning

## ATTRACTING WIZARDS

The *Harry Potter* series of novels by J.K. Rowling has generated a huge and fanatically loyal group of readers. They consist of just about every demographic, and are a great example of how *psychographics* is often a better system for targeting specific audiences.

In order to increase business and generate significant national publicity, Chili's should put together an advertising effort that will drive Harry Potter fans to Chili's restaurants.

## FROM FICTION TO FACT

Many aspects of the Harry Potter world have been replicated in the real world to great success. From *Bertie Bott's Every Flavor Beans* jelly bean line to "factual" books such as *Fantastic Beasts & Where To Find Them*, Harry Potter products and promotions generate a lot of energy, participation, and money.

To capture the imaginations and appreciation of Harry Potter fans, the Chili's promotion will take an aspect of the imaginary universe and bring it to the real world. Specifically, Chili's will hang in their restaurants paintings that appear to be alive.

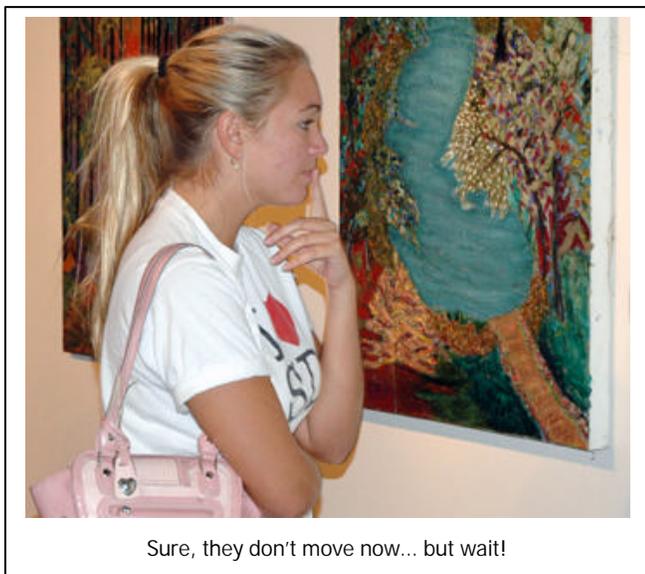


The imagination is one of the most powerful forces in the Universe, and harnessing that is every marketer's dream.

## PAINTINGS THAT MOVE

In the Harry Potter books and movies, paintings move. A figure sitting in a chair may get up and disappear off the canvas for a time, only to return later, or perhaps in another painting. Portraits cough and blink, and often talk to those walking by.

These fantastical works of art used to seem impossible to recreate in the real world, but Chili's is going to do just that. People in paintings will shift positions and sneeze and appear to be alive. And from time to time, they will speak with the customers.



Sure, they don't move now... but wait!

# The Magic Behind The Magic

## IT'S ACTUALLY QUITE SIMPLE

The seemingly daunting task of making a painting move is not that hard at all. To the customer, the painting should appear to be a static image in a large, ornate frame. The entire work is dressed with thick curtains to add majesty to the work of art.

Of course, these elements are also necessary for hiding the nuts and bolts of how a moving painting works.

## STEP ONE: EMBRACE THE FLAT SCREEN

Flat screen television technologies are absolutely the key factor in making these paintings move. Each painting is actually a flat screen television covered in a thin, slightly opaque layer of film to give it texture. The frame is then fitted around the television to hide any hint of technology, hence why more ornate frames are even better. The power cord is hidden by the curtains, so longer drapes are better.

## STEP TWO: GIVE IT EYES AND EARS

In order for the painting to “see” the customers, two web cameras and microphones will be hidden in the frame. Having two cameras adds redundancy in case there are any problems. Wireless input/output connectors can be used, but using wires to connect the cameras and the television is fine because the curtains will hide them. These will also connect the painting to the Internet so that it can communicate with a studio.

## STEP THREE: GIVE IT LIFE

Just like Burger King’s Subservient Chicken was a series of video clips strung together, these paintings will also be strings of footage. Prior to the promotion, actors will be filmed in their poses, and will perform all types of random activities – coughing, blinking, walking off the painting and returning with a Smokehouse Bacon Burger, etc. Each painting is then put on autopilot where it randomly switches up the footage.



The more ornate the frame the better, as the wizards of yore were a proud folk.

## STEP FOUR: MAKE THEM ECSTATIC

The actors who created the footage will continue their role from a central studio. They will alternate between restaurants, turning on the cameras at times to interact with the customers. Using the web cameras in the frames, the actors will see and hear the customers in front of them, and engage them randomly.

Simply speaking with the customers in character will be great, but really harnessing the magic of the technology and the experience is even better. Actors could walk out of a painting and into another painting in the same restaurant (by walking to another set in the studio), or they could even walk to another Chili’s and ask the customers to meet them there. Better yet, paintings could be hung in movie theaters and other public areas, and the actors could ask the customers to meet them over at a nearby Chili’s!

## More Than A Reminder... A Reason

### FROM “WHO?” TO “WHEN?”

Television commercials are great for getting immediate attention, but very often do not motivate a customer to make a purchase. People may tell their friends about a funny commercial, but it's all too common that they forget what company the commercial was for. If the spot plays just as somebody is very hungry, it may motivate them to go to Chili's.

Harry Potter paintings are a *reason* for Harry Potter fans to go to Chili's.

### SPEAK WITH THEM ALL

The same painting does not have to be at every restaurant. It may be more interesting to limit which paintings are where, thus encouraging customers to visit multiple restaurants. Similarly, paintings could be “moved” between stores (by changing the “station” the frame is tuned to) so that customers will have new paintings with which to interact, encouraging more frequent return visits.

### COST-EFFECTIVE PUBLICITY

If we have learned anything about Harry Potter fans it is that their energy and excitement is so great it generates significant publicity. These paintings will generate millions of blog entries and a grassroots word of mouth campaign that could potentially be bigger than the painting effort altogether.

Similarly, such a positive response from fans would probably generate valuable media coverage, giving free airtime to the promotion. A 30-second spot costs money, but media coverage offers more than 30-seconds per story, and each one is free.

### GIVE THEM WHAT THEY WANT

Marketers cannot make it any more clear – they want new, unique interactive solutions, and they want them now. Putting together creative technological promotions like this one will set Hill, Holiday apart from other agencies, and potentially bring in those clients that are tired of getting traditional proposals from their current agencies.

### NEXT STEPS

To make this concept a reality, an expert in creative technology and interactive production needs to meet with the Chili's team. The Offices of Kevin Glennon is a great partner for making groundbreaking advertising solutions a reality, and is waiting to hear from Hill, Holiday about working together.