



OUT-OF-HOME



IN-PERSON
ACTIVATION

Viral Campaign

Denver International Airport

Colorado's largest employer, the Denver International Airport (DEN), is no stranger to a construction scandal or conspiracy theory. The Great Hall is currently undergoing the airport's largest update since it was built in 1995. With construction near check in, baggage claim, TSA, and the trains, the airport needed a campaign and some good press to let people know what was *really* happening at the airport.

MY RESPONSIBILITIES

- Art Direction
- Graphic Design
- Animation
- Video Production

PROJECT GOALS

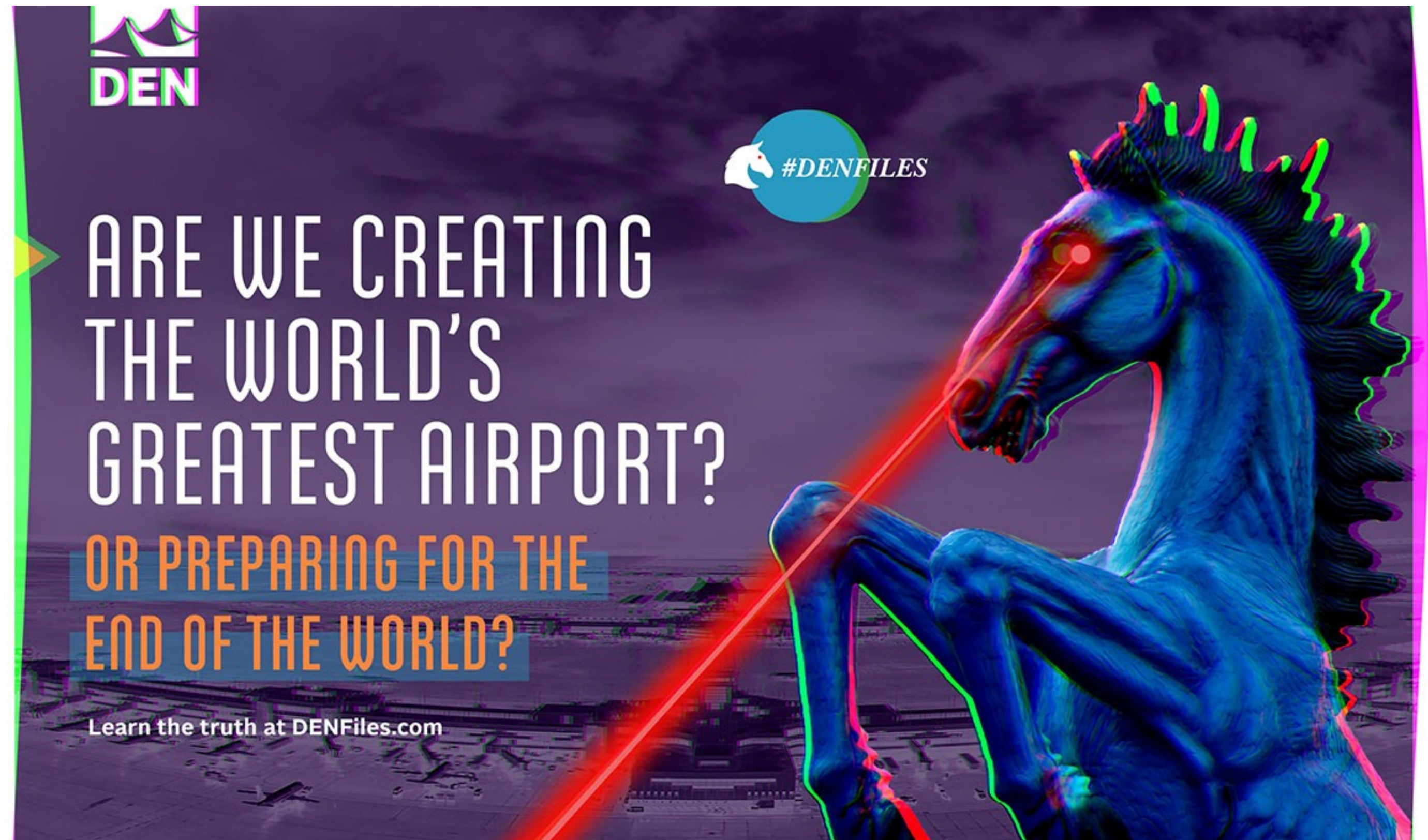
- Surprise & delight travelers
- Educate about construction

TIMELINE & TEAM

- 12-week lead time on each project
- Creative Team consisted of:
ECD, CD, AD, CW

PROJECT LINKS

- [DENFiles News Coverage - Travel & Leisure](#)
- [Gargoyle Video](#)



Viral Campaign

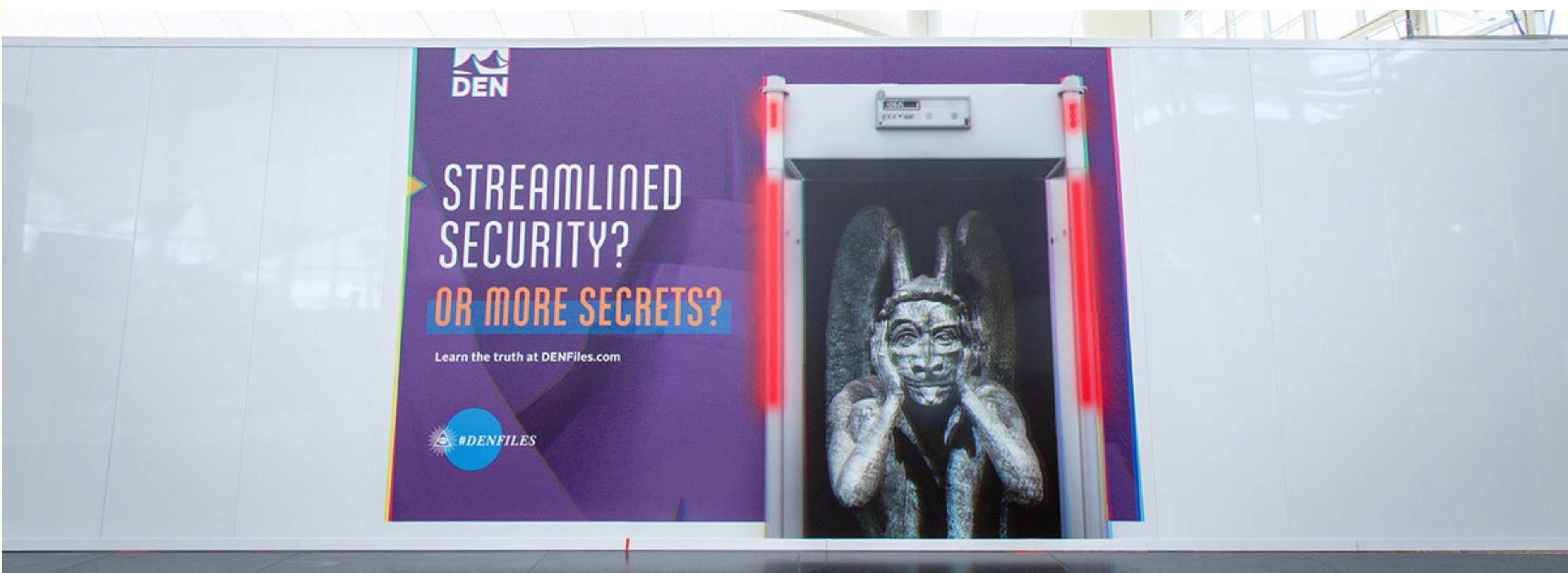
Denver International Airport

OUR AUDIENCE

DEN is one of the busiest airports in the United States. With a construction project of this scale, we needed to communicate to a few stakeholder groups: In-airport to travelers, airport employees, and the greater Denver community. We talked about the construction impacts, the ultimate benefits for travelers, and demonstrated that DEN still cares about making their passengers smile—even when the construction noise was abundant and doorways were blocked off.

SCOPE & CONSTRAINTS

The DENFiles walls and the Gargoyle were in-airport activations that relied heavily on social media and going viral to spread the word. There was no budget for paid media, a microsite, or digital experience.

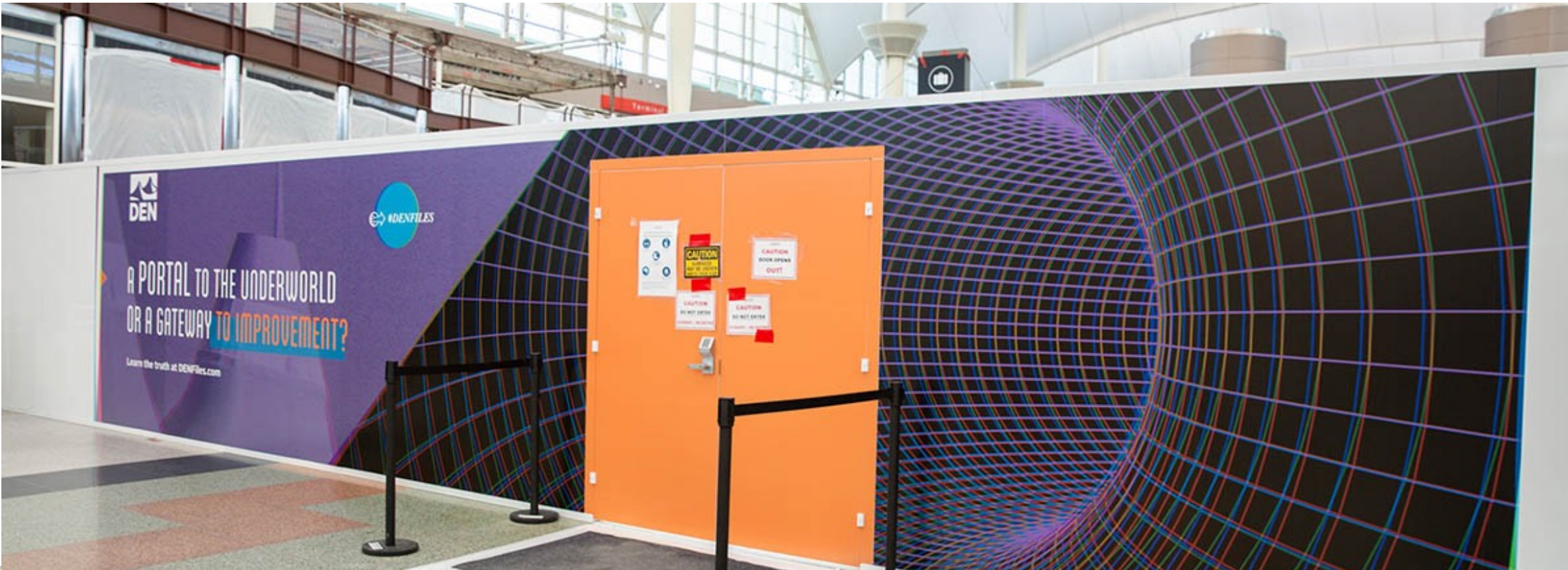
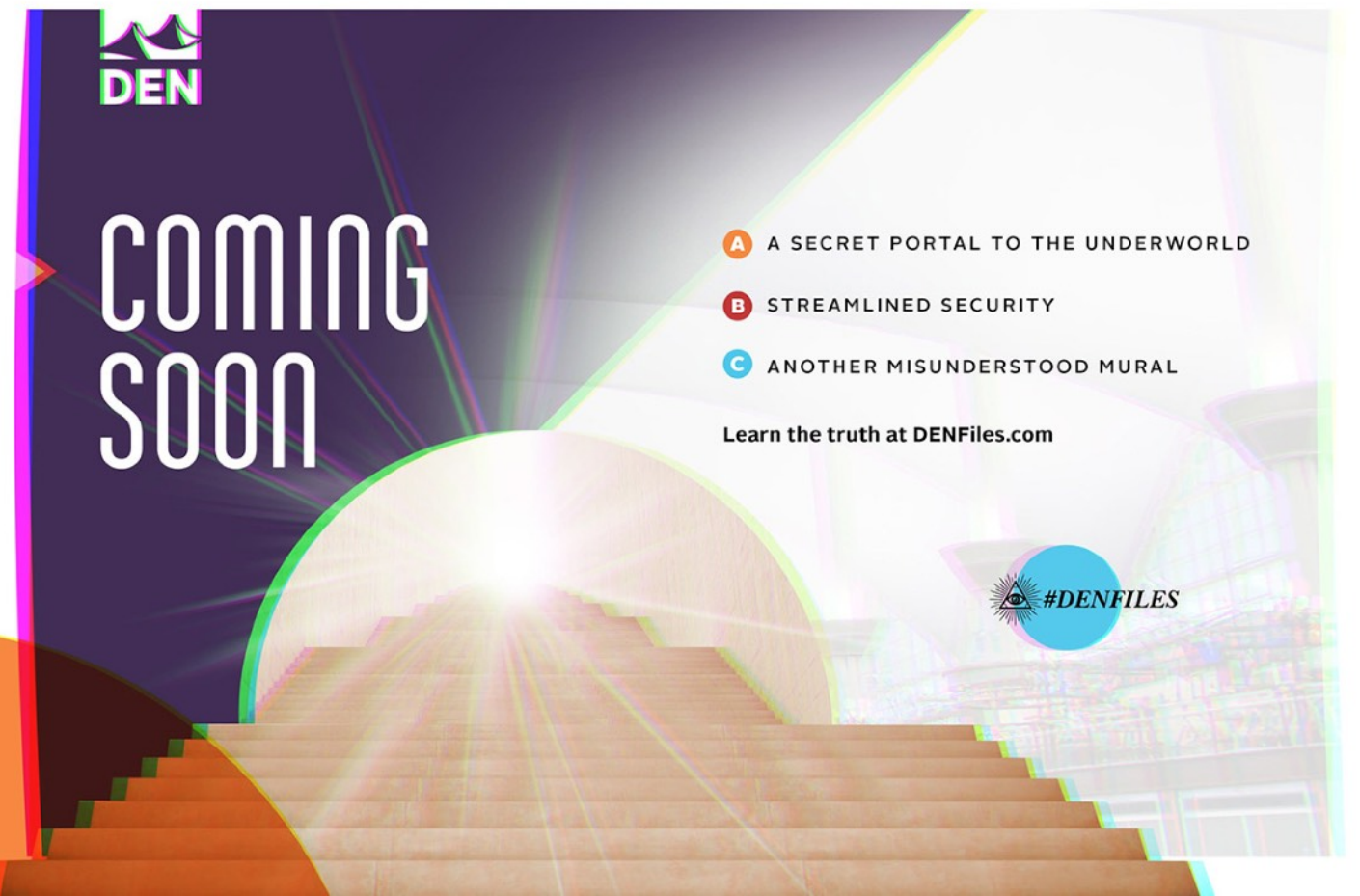


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THE CREATIVE SOLUTION: THE DENFILES

Denver International Airport has long been known for its crazy conspiracy theories. We decided it was time to embrace them. The Great Hall renovation project would inevitably cause a disruption to a passenger’s typical airport experience. So why not turn an inconvenience into an opportunity? The way we saw it, these big construction walls weren’t just walls; they were canvases primed to hide...I mean host... conspiracy theories.



“Denver Airport is Using Conspiracy Theories in the Most Clever Ad Campaign of the Year.”

– Travel and Leisure

Viral Campaign

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THE FOLLOW UP: CHATTY GARGOYLE

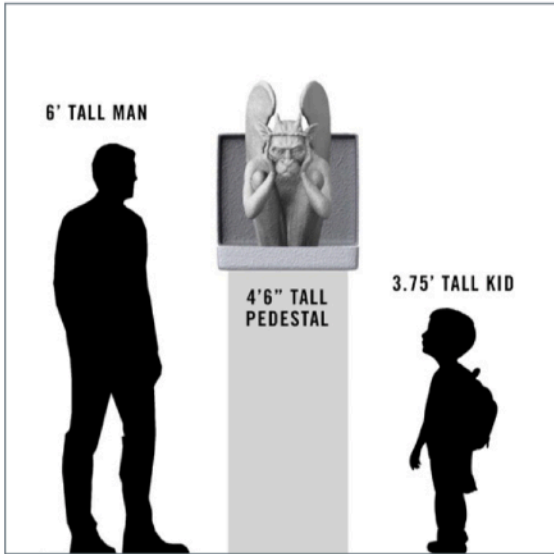
After the traction that the DEN Files construction signs picked up, we wanted to keep the momentum going. What better way to fuel the fire than to bring one of these conspiracies to life?

Inspired by the iconic—if not eccentric—airport artwork, we built an animatronic gargoyle to interact with travelers. He talked about the conspiracies surrounding the airport while pushing his own opinions on all things #DENFiles. The unexpected activation came with a few jump scares, lots of laughs, a whole lot of fun.

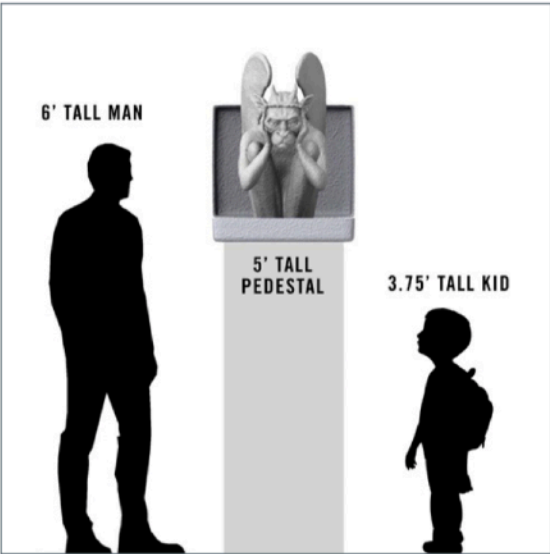
You can watch the [viral video on YouTube](#).
See the production details in this [BTS reel](#).



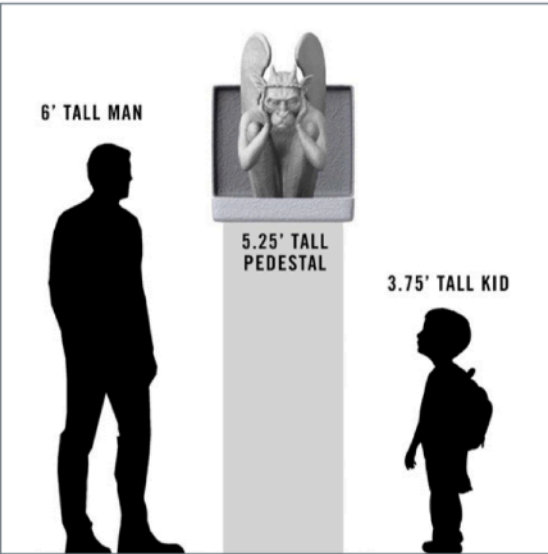
Watch the Video



ORIGINAL PROPOSAL:
4'6" TALL PEDESTAL

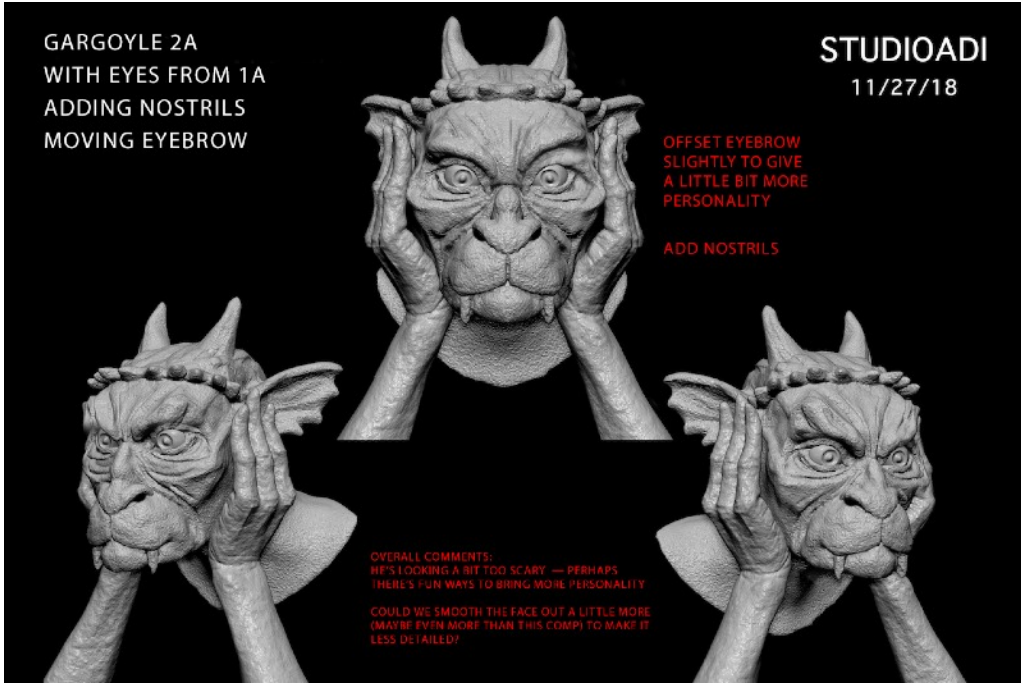


OPTION ONE:
5' TALL PEDESTAL



OPTION TWO:
5'4" TALL PEDESTAL

I worked closely with 6 production partners to bring “Greg” the gargoyle to life through character design, animatronic construction, hidden camera work, and sourcing our comedian.



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SOCIAL CHATTER

Twitter, Instagram, and Facebook comments continue to pour in more posts with praise like:

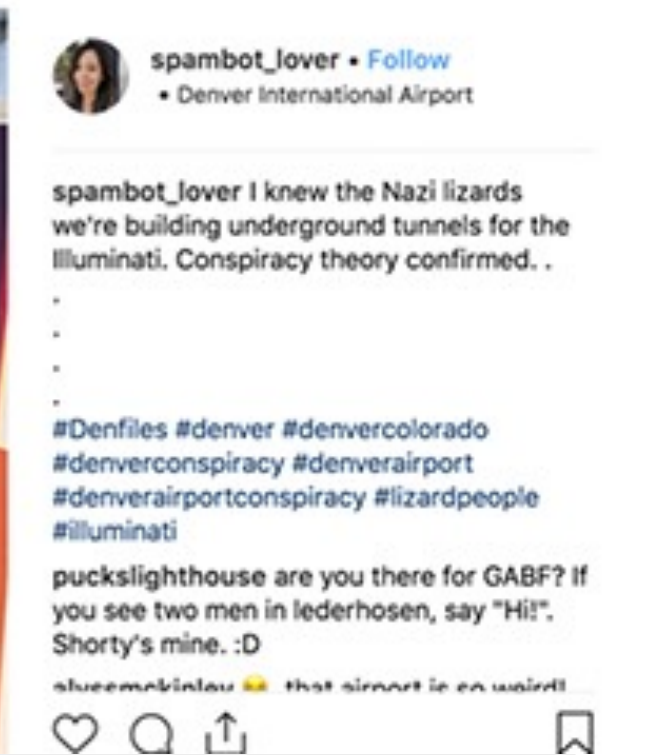
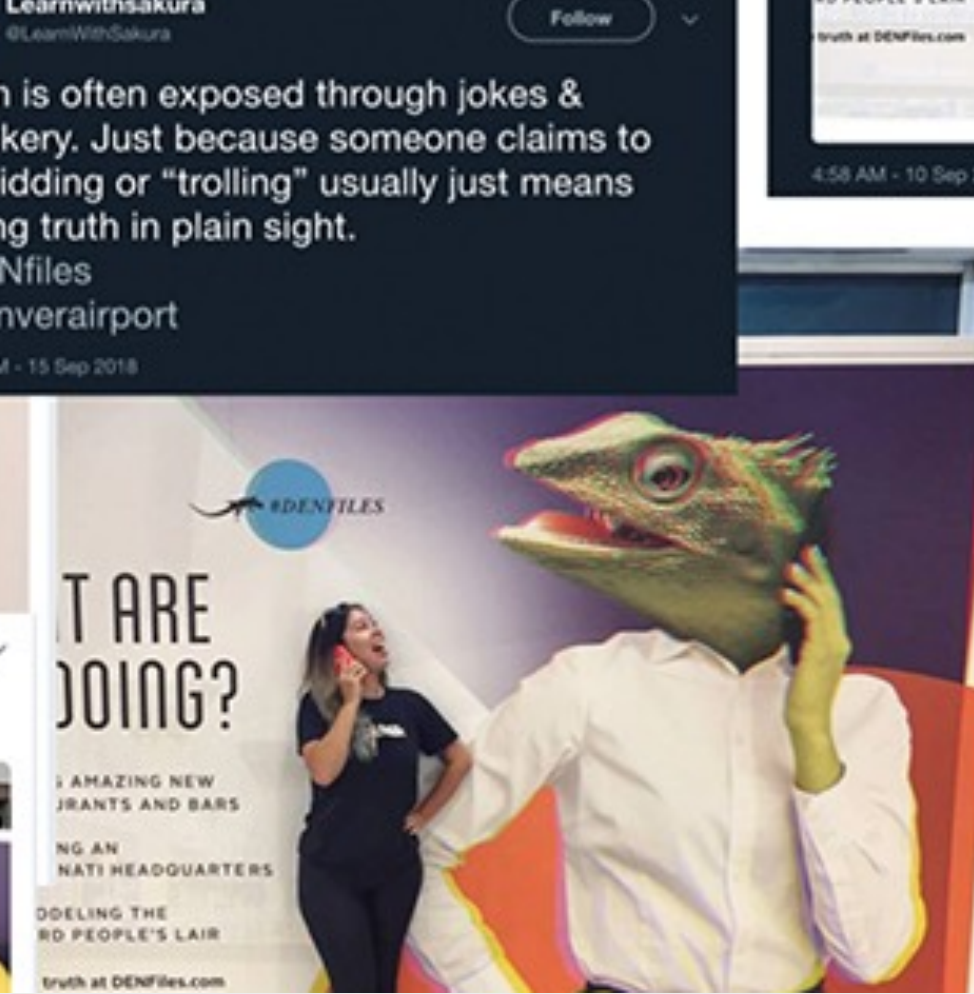
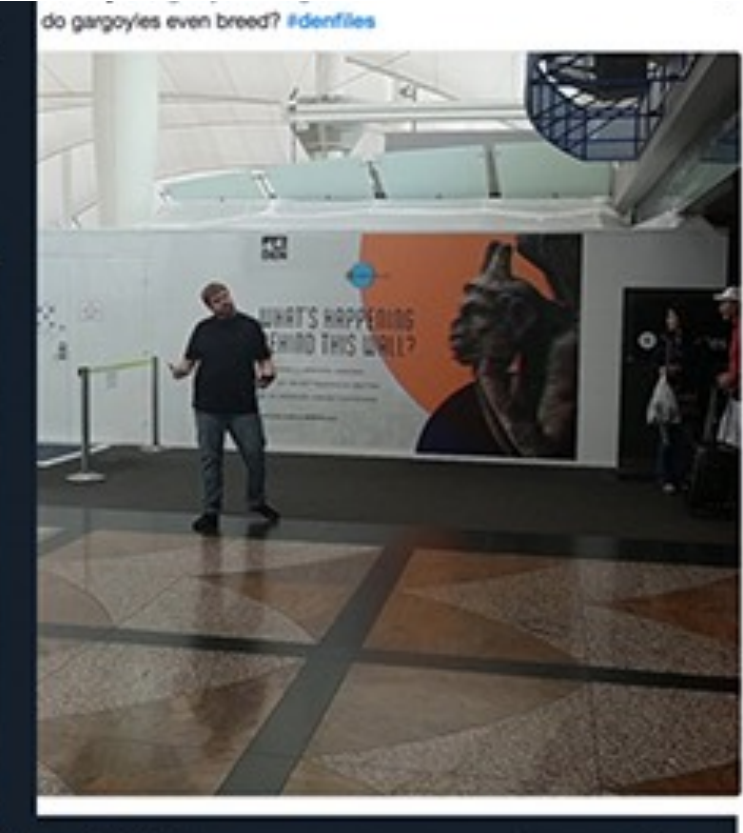
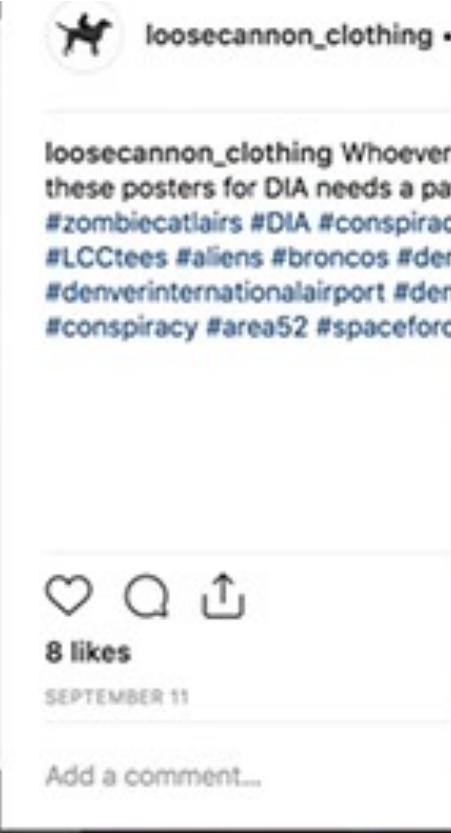
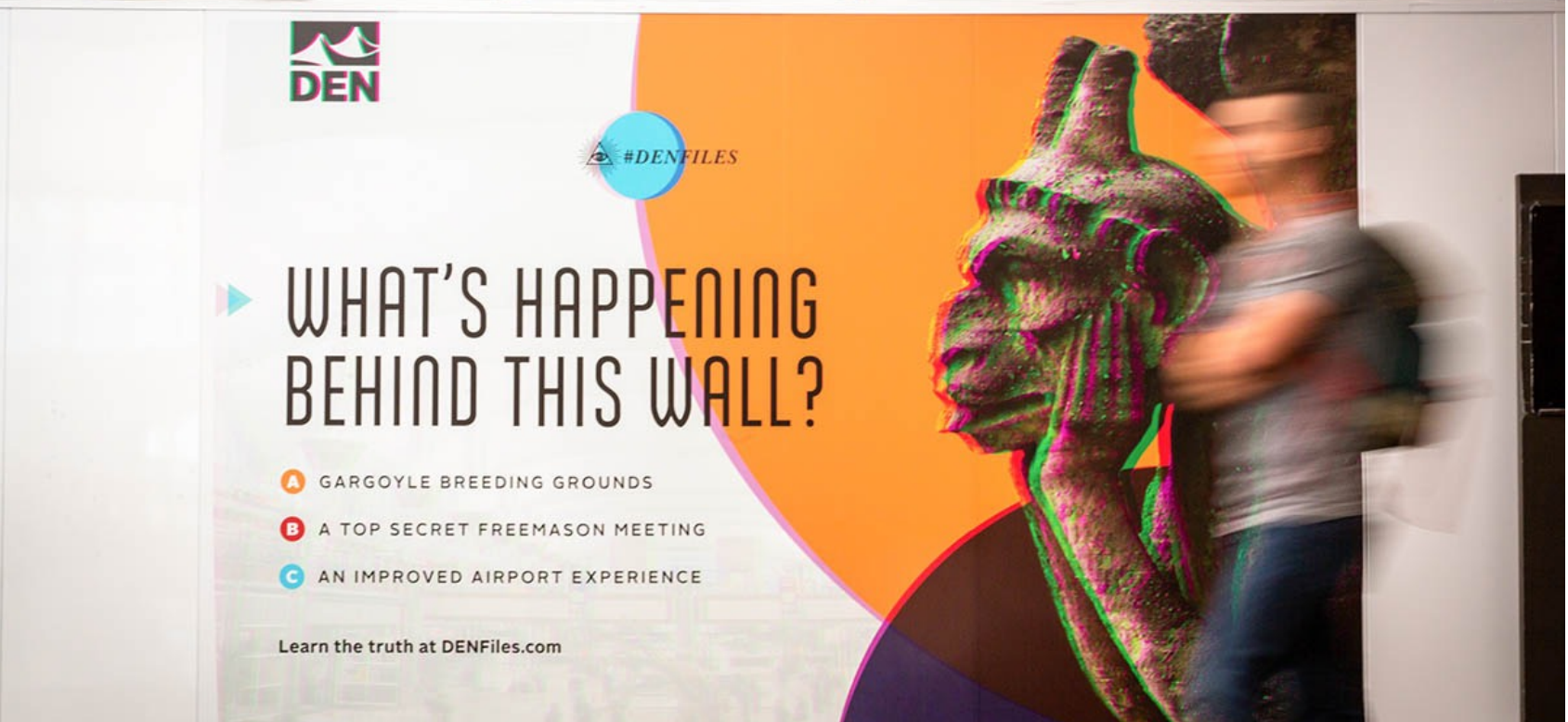
“Huge high-five to the marketing team who came up with this concept for trying to keep a stressful atmosphere funny!”

“If this doesn’t capture what Denver is all about, I don’t know what does.”

“This is what marketing is all about: embracing what makes your brand unique and getting people talking.”

“This is exactly the kind of strange and interesting thing more brand should be doing with advertising.”

And my personal favorite: “Whoever is creating these posters deserves a pay raise!”



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THE VIRAL RESPONSE

Without spending a cent on paid media, The DEN Files has generated 704,739,069 impressions and counting, valued at over \$8 million. To date, there have been nearly 200 local, national and international publications covering the campaign, including VICE, Thrillist, Mashable, Travel + Leisure, The Guardian, CNN, and countless others.

The gargoyle was also picked up on websites like Mashable, Thrillist, USA Today, Daily Mail, the New York Post.

YOUTUBE RESPONSES

We also saw a slurry of conspiracy-related YouTube videos appear in the days after campaign launch. Many conspiracy theorists wanted to remind everyone that this is how the government “lulls the sheep to sleep”.

