



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

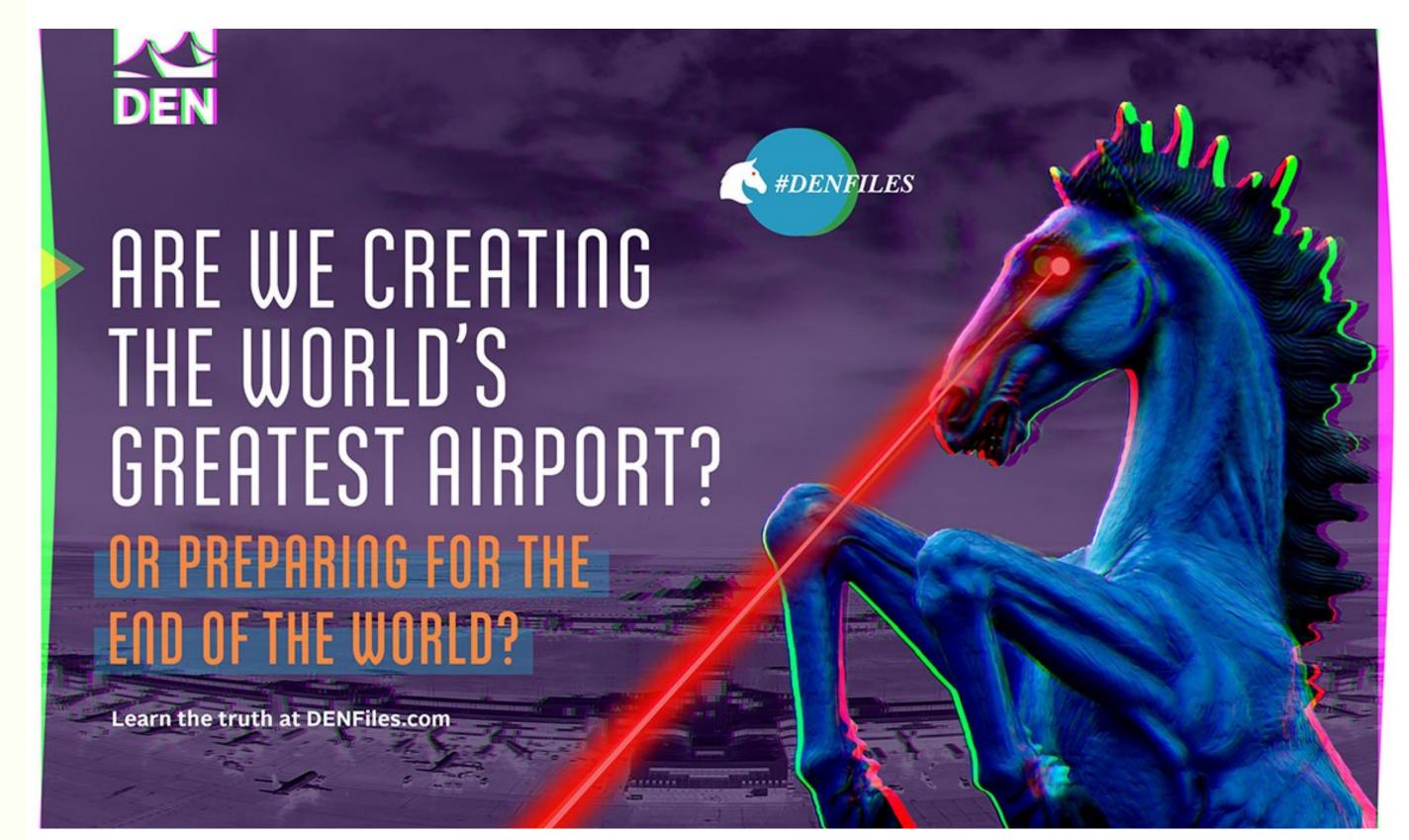
- 12-week lead time on each project
- Creative Team consisted of: ECD, CD, AD, CW

PROJECT LINKS

- DENFiles News Coverage -Travel & Leisure
- Gargoyle Video







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 inairport 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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Denver International Airport

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







DEN

COMING

A SECRET PORTAL TO THE UNDERWORLD

32

C ANOTHER MISUNDERSTOOD MURAL

1 STREAMLINED SECURITY

Learn the truth at DENFiles.com

UNDER

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Denver International Airport

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?

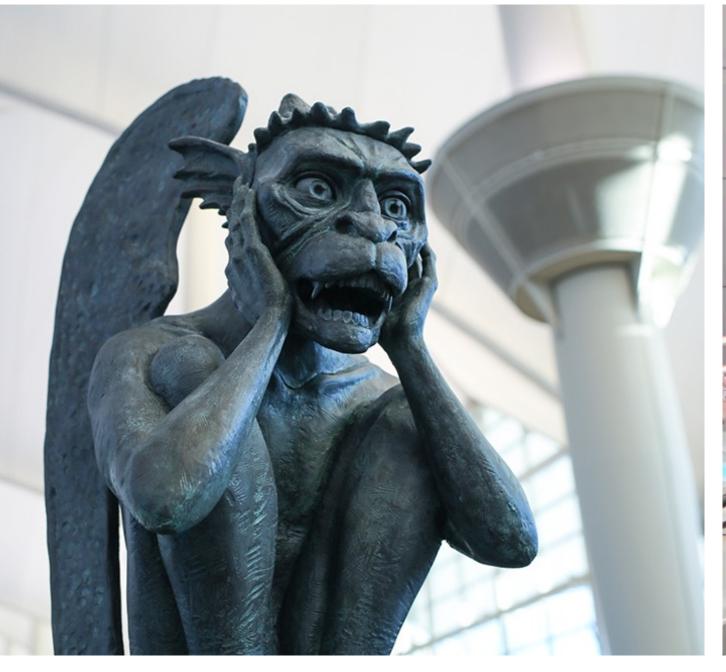
Inspired by the iconic—if not eccentric—airport artwork, we built an animatronic gargoyle to interact with travelers. He talked about the conspiracies surrounding the airport while pushing his own opinions on all things #DENFiles. The unexpected activation came with a few jump scares, lots of laughs,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

You can watch the <u>viral video on YouTube</u>. See the production details in this <u>BTS reel</u>.

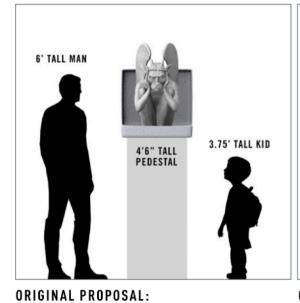


Watch the Video

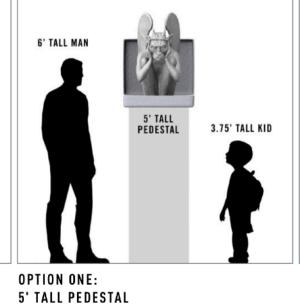


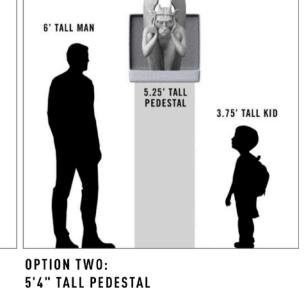






4'6" TALL PEDESTAL





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.



6' TALL MAN

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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!"









OQL

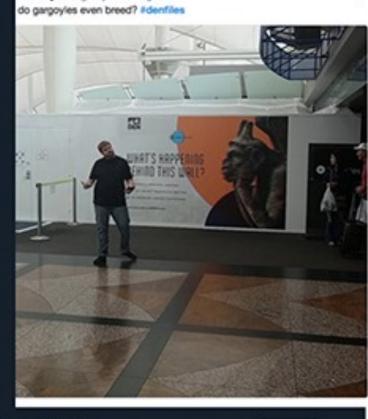
Add a comment...

8 likes

SEPTEMBER 11

loosecannon_clothing •





Follow







CONSTRUCTIO

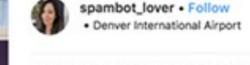


JUILIO:

AMAZING NEW JRANTS AND BARS

D PEOPLE'S LAIR

NATI HEADQUARTERS



spambot_lover I knew the Nazi lizards we're building underground tunnels for the Illuminati, Conspiracy theory confirmed. .

#Denfiles #denver #denvercolorado #denverairportconspiracy #lizardpeople

puckslighthouse are you there for GABF? If you see two men in lederhosen, say "Hi!". Shorty's mine. :D

34

alueemokinlau se that airnort ie en waird!





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Denver International Airport

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. sheep to sleep".



Denver's airport pokes fun at

conspiracy theories. Walls are

hiding construction, not lizard

'Remodelling the lizard people's lair':

Denver airport trolls conspiracy

IRELAND

people's lair': airport trolls

Denver airport parodies the conspiracy theorists with jokes about

'Remodelling the lizard

conspiracy theorists

EUROPE LONG HAUL

people.

theorists

& STYLE > TRAVEL

The Guardian

DENVER INTERNATIONAL AIRPORT: CHATTY GARGOYLE BY KARSH HAGAN Denver's Airpoi Interactive Ta by Kyle Anderson Mar 1 2019 - 10:05 AM

Denver airport's talking gargoyle

spooks travelers

MENTAL FLOSS

WEIRD

Denver Airport's New Ad

Campaign Embraces the

Inspired

FACILITY EXECUTIVE

≡

Friday Funny: Standard Airport

32-foot-tall demonic horse, gargoyles, and

Lizard People?

Renovation, Or Upgrade For The

Is Denver's Airport **Trolling Conspiracy** Theorists or HIDING

Conspiracy Theories It Has Is it a meeting place for the global elite, who when the world ends, or do they just want you

VHAT IS IT HIDING?

will hole up in tunnels beneath its runways

Atlas Obscura

ALIENS?

The Denver Airport Has the **Best Public Service Announcements Ever**

Conspiracy or construction?

9NEWS# DIA basically admitted the construction is for Illuminati tunnels (and Blucifer is in on it)

The Illuminati lizard people in DIA's secret underground tunnels did a great job with their new marketing campaign.

THE DENVER POST

Gargoyle awakens for DIA's 24th anniversary startling and amusing passers-by

ÑÉWS 300 Woman stares at gargoyle when it remarks: "That's a little too close for comfort, lady." ○ 4 CBS Denver

Conspiracy-Debunking Gargoyle Helps DIA 9NEWS Celebrate 24th Birthday

We hope DIA isn't trying to tell us the end times are 'coming soon'

DIA tweeted a cryptic photo of closed eyes. Is it a new art installation, or a clue about the end times? It depends on your sense of humor (or

> Hilariously Engages With Skeptical Travelers and Curious Children

by Lori Dorn at 5:15 PM on February 28, 2019

TRAVEL+ LEISURE

Talking Gargoyle at the Denver Airport

Denver Airport Is Using Its Conspiracy Theories in the Most Clever Ad Campaign

of the Year

■ Mashable

Denver International Airport ~knows~ about the conspiracy theories and is trolling us all

THE DENVER AIRPORT IS PROMOTING ITS OWN

CONSPIRACY THEORIES IN THE WEIRDEST ADS EVER

POLITICS DENVER POLITICS

THE DENVER POST

Conspiracy "whistle-blower" on Denver airport ads: This is exactly what a conspiracy would do

"New concessions? Or new conspiracies?" asks one of the posters

WATCH: Talkative gargoyle surprises travelers at Denver International Airport

Talking gargoyle shocks travelers at Denver International

USA TODAY

A weird time is always

guaranteed at Denver

International Airport

NEW YORK POST

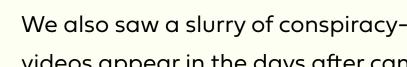
Sassy gargoyle chats with travelers at Colorado's

'Illuminati' airport

SYFYWIRE







Many conspiracy theorists wanted to remind everyone that this is how the government "lulls the

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