

Mischief Media heads up Netflix *Bright* OOH graffiti campaign

Issued by [Tractor Outdoor](#)

2 Mar 2018

Mischief Media, a division of [Tractor Outdoor](#), recently had the opportunity to work on an innovative campaign for [Netflix](#) for the release of the movie called *Bright*, starring Will Smith and Joel Edgerton.



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The campaign focused its target market on males who enjoy action-packed genres and are fans of the actor, Will Smith. “The primary goal of the campaign was to generate impactful, needle-moving conversation and earned media around the [Bright](#) movie and the brand - to encourage people to subscribe to Netflix and enjoy new blockbuster releases. We decided on graffiti activation as it suited the movie’s feel and look and fitted in well with the ambience. The activations were completed and installed within two to three days per location and the campaign was live for a full week in December 2017,” says Gisela Harrison, Head of Mischief Media.



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The design concept of the campaign focused on conceptualising and implementing the use of graffiti to brighten up two locations: the Piazza at Melrose Arch and Pirates Sports Club in Parkhurst in Johannesburg.

This blockbuster hit can be viewed on Netflix’s premium website and it promises a star-studded, fantasy action drama set in modern-day times.

For more information on creating innovative campaigns visit www.mischiefmedia.co.za.

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