

# Campaign : Make Hell Cool, Fastrack

## Objective:

- To engage with consumers to reveal and confess their dirty little secrets by breaking free
- To reposition 'hell' as a cool place to be

## Strategy:

- Strategically seeded PR articles, Online displays, conversations, Facebook, Youtube, etc.
- Each piece of communication talks about Fastrack's latest proposition offering to Make Hell Cool!

## PR Activity:

- A&M media
- Engaged with Leading Marketing Bloggers
- Youth Forums
- Print Media

Results: ( Total of 15 exposures)

