

## Using humour

Don't feel you have to be constrained with your presentations.

Here's a great example of where humour was used to great effect.

This piece was used to promote the online services of Hotels 4 U who offer great value hotels and apartments world-wide.

Shown at a travel trade event where many suppliers were generating awareness of their products and services to the trade, Hotels 4 U wanted theirs to stand out from their competitors and remain in the minds of their customers.



The presentation was styled around the idea of the title sequence of the Dallas TV series.

The sound alike music was taken from our extensive library music selection.

All the footage was shot at Hotels4U head office in the UK and the images creatively blended together in our own edit suite.

The staff at Hotels 4 U were great during the shoot, thinking nothing of the unusual requests made of them, it was their good will and trust that allowed us to create this effective communication.

It is a great example of what can be achieved with a well executed creative idea and a low budget.