

INTRODUCING 'WISHY – THE HUMAN POSTBOX'

PROJECT TITLE

Human Postbox

PROJECT CONCEPT

The use of a larger-than-life postbox character to spearhead a seasonal promotion or a particular promotional idea. The costume is worn by a team member, and animated accordingly, to stimulate public interest and to encourage public participation.

PROJECT APPLICATION

This project works well for specific seasonal activities such as Valentines and Christmas but could be used equally successfully to promote activities where some form of posting is required. The size and animation of the character easily attracts positive attention. The character costume functions effectively outdoors and, with sufficient space, indoors. It is particularly child-friendly.

REASONS WHY YOU MIGHT UTILISE THIS PROJECT

It is often difficult to create interesting child-friendly promotions that have a feedback element. *This character has a great public space presence and can attract interest and attention for your promotions or to simply create a talking point amongst people of all ages. Many would like a photograph taken.*

It is often difficult to enthuse people to take part in prize draws and other promotional campaigns requiring a response. Usually, entry forms are required to be posted or put into a stationary receptacle; *the postbox adds an interactive dimension to promotions and can actively seek public participation, raising entry rates above those normally expected.*

FAQs

What facilities would need to be provided if the costume is hired?

The costume wearer will need somewhere to change that is preferably on a ground floor level or has easy access through a wide set of doors. The costume is too big for a lift.

Does the costume wearer need a minder?

Yes. There is the temptation by mischievous members of the public to push the postbox which can result in the person inside falling over. It is essential that there is someone present at all times to prevent any anti-social behaviour, which can include posting unsavoury items into the postbox.

How long in costume?

The costume wearer will usually be in character for up to 45 minutes at a time. It is possible to do three sessions of 45 minutes with adequate breaks in-between.

Would costume be supplied on its own for the hirer to wear?

The costume will be supplied with an actor. It is unlikely that we would supply the costume on its own, unless there are exceptional circumstances.

Full terms and conditions of hire are available from OTCN Ltd by email to alison@otcn.co.uk