



The rather unusual brief...

To launch the philanthropic www.harryrings.com Harry Potbelly Lord of the Onion Rings brand by professionally filming the delivery of his demo CD in a super-stretch Hummer limo to a number of famous record companies in London posing as an extra-terrestrial!

The surreal challenge...

To get at least one record company executive to agree to be filmed accepting the demo CD, with the best case scenario being for Harry's work to be eventually launched. As a secondary challenge was to have lots of tongue in cheek film footage (and fun) for later use.

The innovative solution...

Masquerade hired a super stretch Hummer Limo, organised the film crew, body guards and 'butler' while identifying potential record company targets. A film crew from SKY also took part in the 'show'. The result was the Reality TV programme, LIMO FEVER that has now got a cult following status.

The work...

This was a complete turnkey project done on a shoe-string budget, to masterful effect.

The verdict...

Harry Potbelly's expectations were exceeded and his material, created for a good cause, can be downloaded from www.harryrings.com Harry is still waiting for the record company executives he visited to phone him offering a multi-million pound record contract which will benefit many of his philanthropic projects!

And finally, as a matter of interest...

Adrian Silas, Masquerade's Creative Director, actually took part in the production of Harry Potbelly's 36 track double CD: www.harryrings.com Live in the 12th Dimension. He is the voice of Azam the Robot in the very surreal track 36. Hilarious indeed...

As Harry would say:

BE GOOD

BE WISE

BE AWARE!