



FIBRE HELPED THOUSANDS GET ABDUCTED BY aliens – all in support of a Grolsch campaign. Creating a website and book that tied into the commercial, the designers increased its staying power. In making the website Fibre used the psychology behind viral marketing and riffed on the vernacular of ecommerce portals. When people booked their abductions on the site, the form asked them to invite along their friends thus the URL was instantly forwarded to their email addresses, reaching more than 10,000 people. Simultaneously the book, *How to be Abducted by Aliens*, was covered in the *Sun*, *Express*, *The Times* and *Metro*, who published not just the volume's directions but also the URL.

'THEY MADE SURE IT WAS AS VIRAL AS WE'D HOPED'

Dan Holliday – The Fish Can Sing

This project was commissioned for Grolsch by The Fish Can Sing

