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CSI: UK - Mobile campaign looks to recruit thousands of home-grown forensic agents

A fictional crime investigation created for mobile phone users lies at the heart of the marketing strategy to launch the latest DVD box set of hit US franchise CSI and to promote a catalogue wide price campaign of the entire CSI DVD range.

To coincide with the launch of CSI:NY Season 4, part 2 and the price promotion, Momentum Pictures will seek to harness fans' love of the complex procedural puzzles set in each episode, allowing entrants to conduct their own investigation via their mobile handsets.

The centrepiece of the campaign is a bespoke, fully immersive, multi-platform game developed by full service mobile agency Candyspace and accessed via a branded CSI WAP portal and online portal. The game weaves voice, print and online executions into its narrative whereby entrants are required to pick up a voicemail message, visit a MySpace page, find evidence in HMV stores and even check the classified sections of The Sun newspaper in order to find the relevant evidence.

In the game, participants become a CSI agent caught up in the hunt for an 18 year old female serial killer who lures her victims by inviting them to spoof parties. As one of the agents investigating the case, entrants have to collect evidence that they SMS to their boss at CSI headquarters and then receive detail about the next stage.

Those entrants who solve the crime and find all the correct evidence have the chance to win one of ten, exclusive, CSI-branded Samsung Omnia's loaded with specially created content. In one of these exclusive devices will be a 'Golden Ticket' for a holiday to New York, the setting for Detective Mac Taylor (Gary Sinise) and his team's forensic exploits in the show which forms of part of what is widely regarded as the biggest TV franchise in the world.

The campaign involves mobile media to publicise the competition in one of the largest campaigns of its kind. A series of banner ads have been created by Candyspace, which will be placed across major mobile operator portals - O2, Vodafone, Orange, Virgin Mobile and 3.

The campaign is supported by a major, million pound plus TV, print, online and outdoor campaign from Momentum Pictures. All executions will highlight a shortcode and URL to drive maximum registrations.

"CSI fans are famous for their passion and the amount of fan fiction that they generate around the show," explained Michael Artup, Brand Manager at Momentum Pictures. "The nature of the show makes it perfect for interactive content like this and we believe that the audience will see this campaign as one of the cleverest, most entertaining opportunities they have to engage with the series."

Check it out www.CSI-Official.co.uk or texting CSI to 64546

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For more information and additional images, contact:

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