



Creative Labs
Universal Music

NAUSE - TAXI 4:55

Client: Nause

Brief: Create a music video for Nause new single "Head over heels". Create conversation, and combine real world with Social media.

Video: <https://www.youtube.com/watch?v=DDFiwb1tYNw&feature=youtu.be>

CONCEPT

Every weekend between 10pm and 06am Nause target group is out partying or getting ready to go out. And while they make plans they are on social media with their friends.

Our idea was to create a custom taxi that offered everyone a free ride to their nightly destinations, one night in Stockholm and the next in Oslo. There was only one catch; Nause new single started when people entered the cab, and when the song ended the cab stopped. In other words, people could go wherever they liked as long as it didn't take more than 4,55 minutes.



Fans that rode the cab became the first people in the world to hear the new song, several weeks ahead of release.

The taxi was rigged with cameras that recorded everything that happened inside the car. With everyone listening to the same song, being a little tipsy, and grateful for a free ride we created the perfect opportunity to record the official music video for the song.

To ride the cab people needed to know the pickup spot, which switched location through the campaign in both cities. These locations were revealed through Facebook and Twitter. People could also request a ride by sending a private message to Nause on Facebook.

To add to the experience and to give the fans a true Nause treatment, a selection of clubs were instructed to let everyone in through the VIP entrance that arrived in the Nause taxi in both Stockholm and Oslo.

The campaign created a real connection between the fans and Nause by enabling them to create the video together. No script, no actors, just great people!

Watch the music video here (Only for Music Ally –Digital Music Awards.

<https://www.youtube.com/watch?v=DDFiwb1tYNw&feature=youtu.be>