

THE CITY OF NEW YORK STOP PIRACY IN NYC CAMPAIGN

What if we found real victims of “victimless” crimes? What if they were your neighbors?

Due to its enormous criminal and economic impact, the illegal downloading of digital content is a major concern for New York City. So, the Mayor’s office teamed up with a major media company and hired Fathom to bring the message to the people of New York. Our campaign makes the issue personal by connecting the crime to the real potential of lost jobs for nearly 1MM NYers.



Fathom was awarded this high-profile assignment in November, 2010 and the multi-media campaign went live less than a month later. First to break was the outdoor campaign featured on bus shelters and kiosks throughout New York City. A few weeks later, a TV PSA teaser ad began running on NYC’s Taxi TV and other cable outlets in the NYC-area.

The TV teaser features comedian Tom Papa (The Marriage Ref) interacting with NY residents by posing the basic question, “Would you really download illegal content if you knew it would cost someone a job?”. To make the moment more dramatic and human, actual union members from the TV and film industries who jobs and livelihoods are impacted by stolen content are revealed as real victims of these crimes. The commercial’s ending is revealed on a dedicated microsite Fathom created to further educate NY-ers on the impact of illegal downloads.

As designed, the campaign quickly generated debate and discussion on the issue of stolen content and will be expanding to more of a national platform later this year.

FOLLOW THIS PLOT:

ILLEGALLY DOWNLOADING BOOKS PUTS NEW YORKERS OUT OF WORK

Help protect the nearly 700,000 workers who make their living from creative industries in New York City. Take a stand against digital piracy and product counterfeiting.

PIRACY DOESN'T WORK IN NYC.

BSNY NYC StopPiracyinNYC.com NYC.gov

GRAB A HOLD OF THIS:

PRODUCT COUNTERFEITING IS BOGUS AND KILLS JOBS IN NYC

Help protect the nearly 700,000 workers who make their living from creative industries in New York City. Take a stand against digital piracy and product counterfeiting.

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KILLER TONES

Illegally downloading music kills jobs in NYC

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ILLEGALLY DOWNLOADING MOVIES KILLS JOBS IN NYC.

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SPREAD THE WORD ON YOUR FAVORITE SOCIAL NETWORKS

SEE THE CAMPAIGN