

An online phenomenon that started in a house.



For three weeks in September, a holographic projector showed the image of ghost in a downtown Toronto house. The ghost could be seen walking by, skipping or just appearing for a heartbeat. In total, the ghost could be seen doing up to forty actions. She only appeared once a night. Word of mouth spread, and pedestrian traffic increased nightly as expected.

Creating mega-buzz online

In the second week of sightings, buzz grew further after we released a viral video from of the same ghostly figure that people were seeing at that downtown Toronto house. We put the video on dozens of sites, including youtube, break.com and google video. We also sent out mass emails of the link. As expected, people started uploading the video onto other sites, sending their own mass emails and participating in debates about the specific location of the ghost. Traffic at the house increased again after we leaked the address online.

VIRAL VIDEO A

In this video, bloggers saw a woman filming damage done by contractors to her home. As she's filming, she comes across the same ghostly figure that pedestrians were seeing in downtown Toronto for the past week.



Scream TV "Viral A"

VIRAL VIDEO B

Two days later a second video was sent out. This one was created by an onlooker from outside the house. The ghost could be seen just looking out the window. At this point, we leaked the address of the house shown in the video.

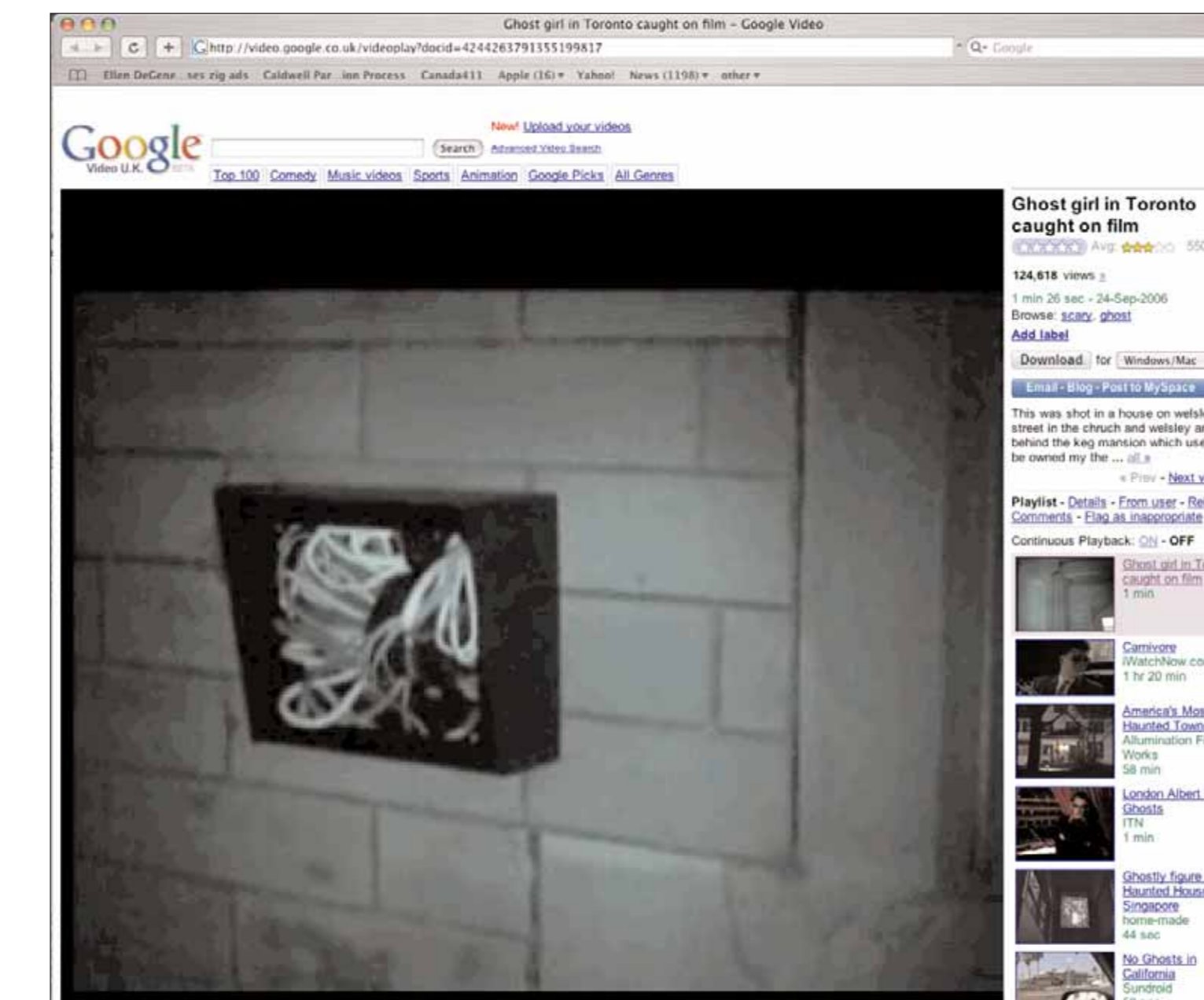


Scream TV "Viral B"

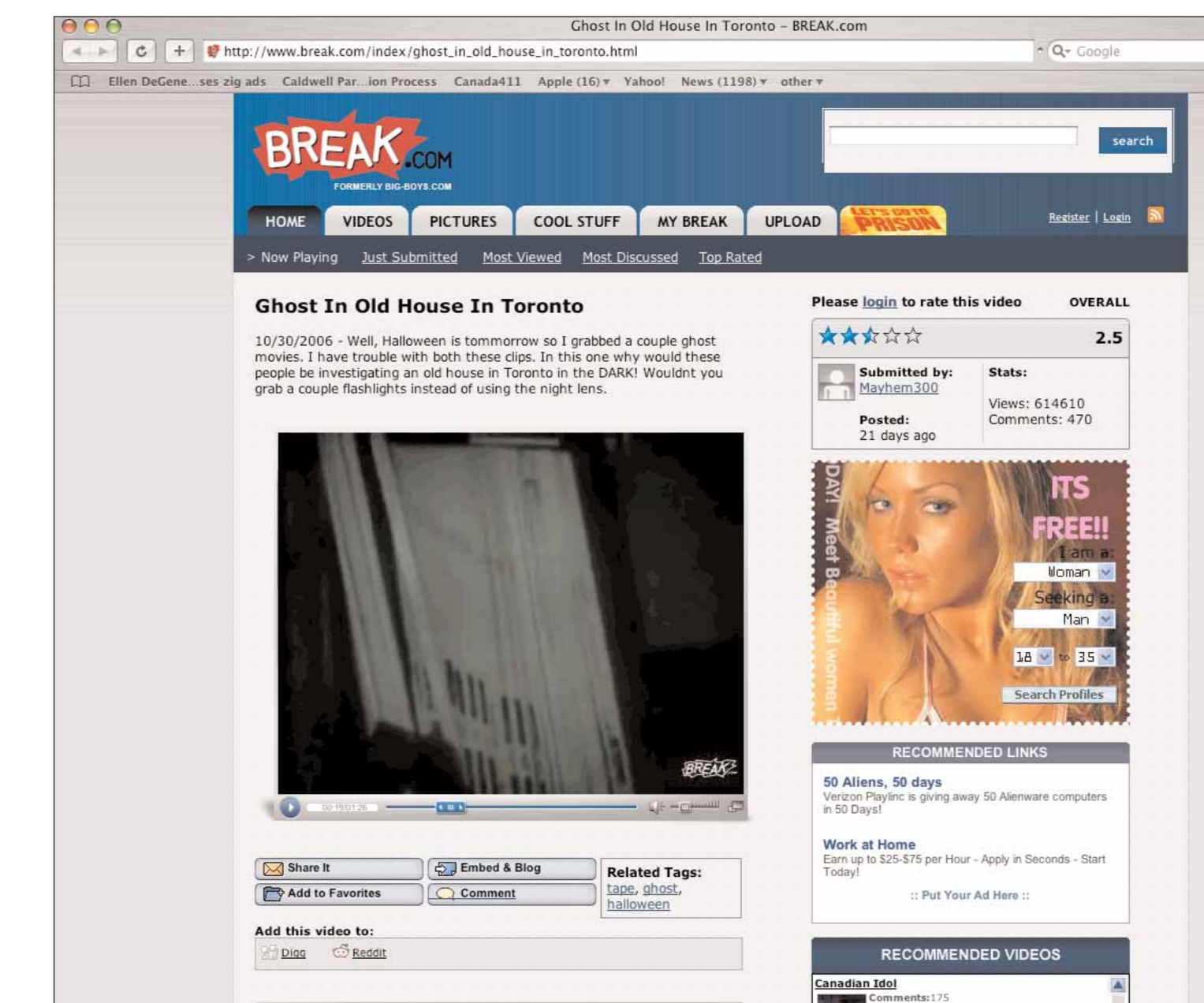
Popular websites started to share the videos after we tipped them off about it.

We anticipated at least a half million hits of the videos. At last count, recorded hits were over 2.1 million.

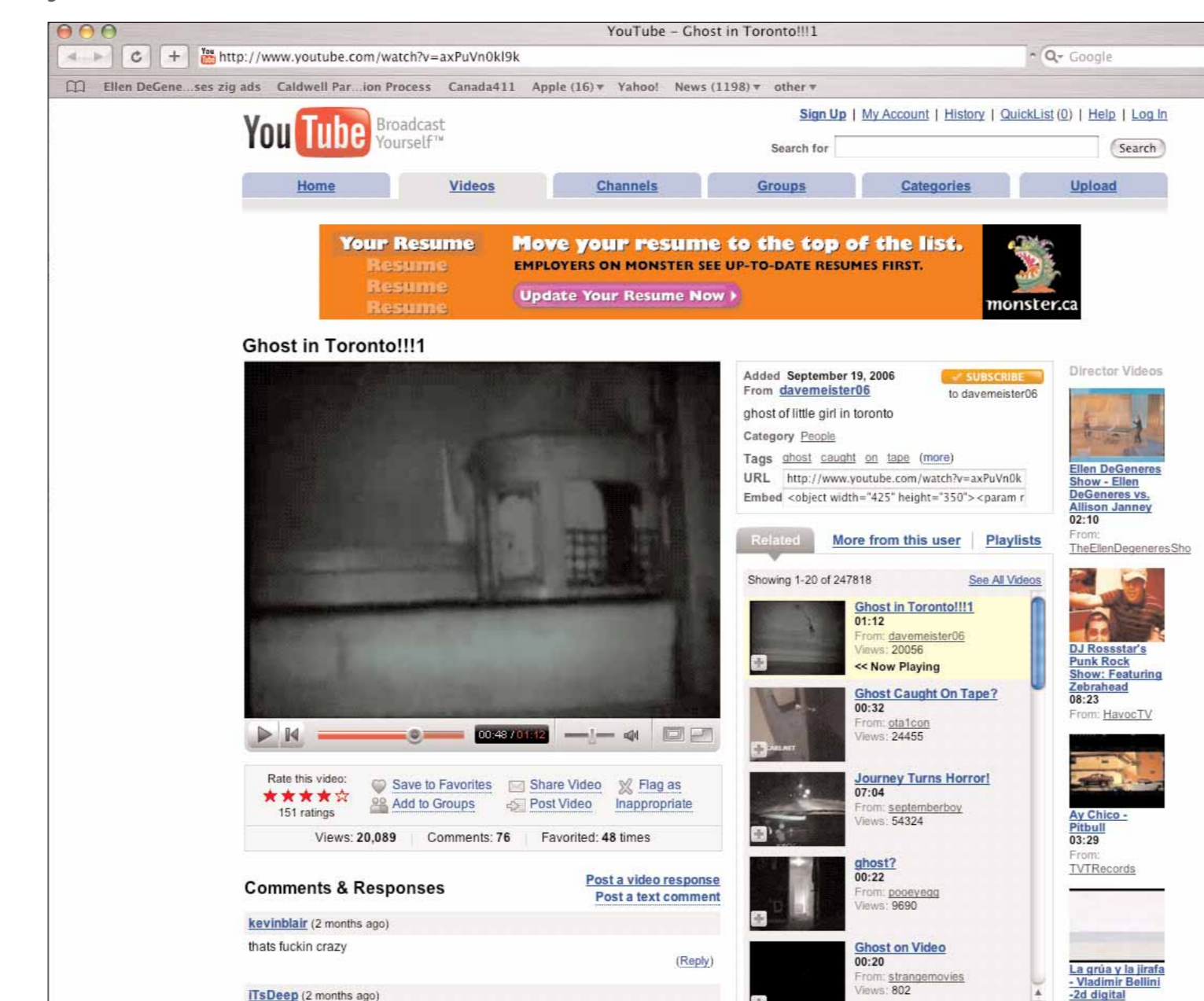
google videos



break.com



youtube.com



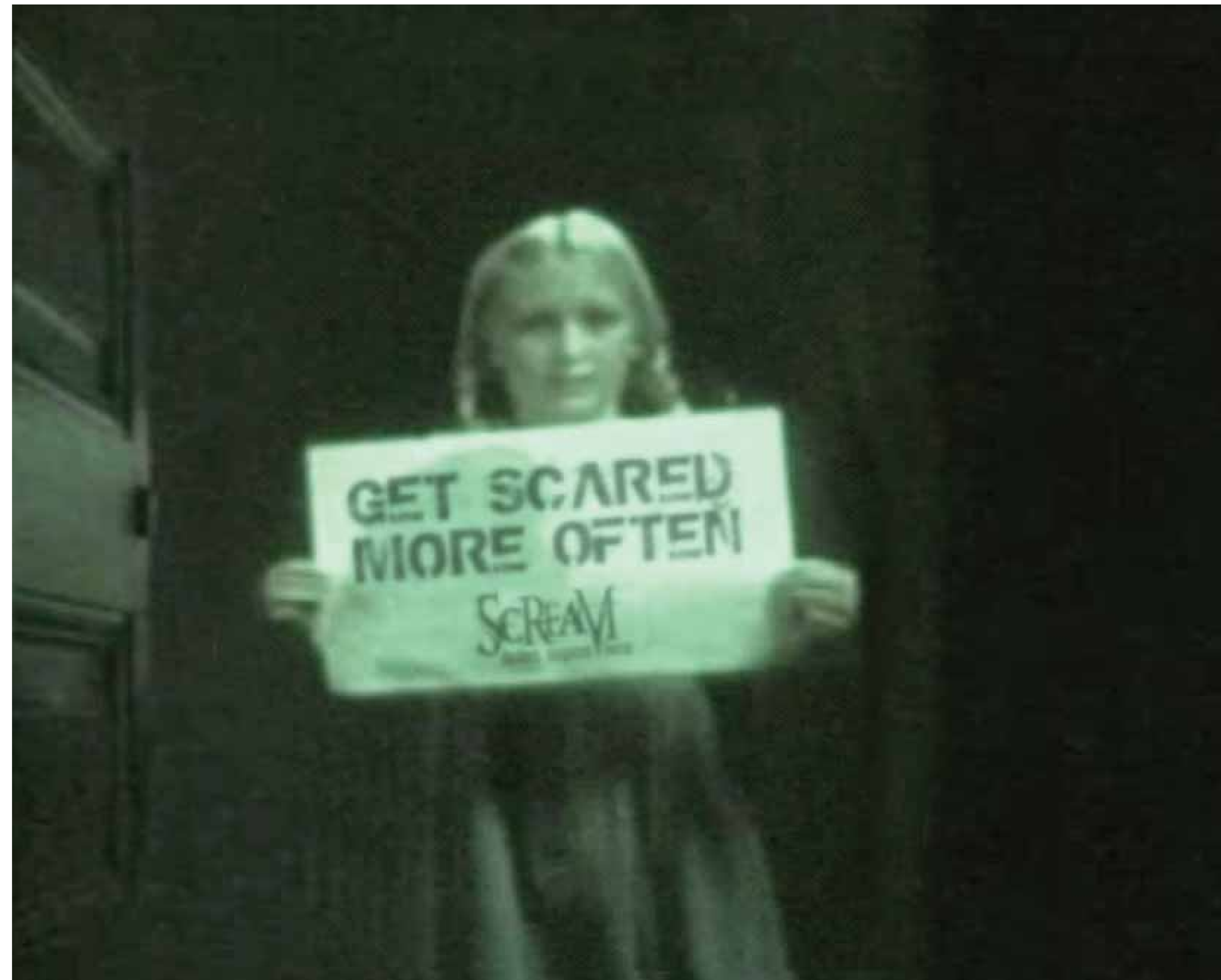
paranormallife.magnify.net



The Reveal

In early October, we let Canada know that Scream TV was responsible for this phenomenon. We told them online, in a television spot, through the media, and at the house itself. By holding up a sign, the ghost made the message clear in each medium - "Get scared more often."

ONLINE, AMBIENT AND TELEVISION REVEAL



ADDITIONAL FREE PRESS

THE CITY
BLOGTOWN

'Guerrilla stunt' for TV channel has bloggers seeing ghosts

Torontonians who have been haunted for more than a month by a little girl in an alleged Wellesley Street boo-house, can now rest easy.

The sighting, which was documented and placed on video site YouTube, has had bloggers spooked since September, and was mentioned yesterday on Blogto.

Most YouTube commenters expressed more suspicion than eerie feelings.

Lyricalpoet80 asked, "Why is every ghost video with night vision? I'm calling the Wellesley ghost's bluff," and doubting blogger NICKelBACK989 cried, "fake, fake, fake, fake, fake," after viewing the clip.

Grizabella626 was a little more forgiving: "I'd have to say it looked pretty fake. But you did a really good job of building everything up. I'm entertained!"

It turns out doubling bloggers were right — the 1.5-minute video clip has been found to be part of a marketing campaign by SCREAM, a specialty horror television channel.

The clip features an actress playing a new homeowner, checking up on renovations.

"We wanted people to really take notice and used the campaign to attract horror lovers to our lineup of films. We chose the house because it looked lived-in and filled with history," says Rita Ferrari, SCREAM marketing director.

The downtown area is home to some of Toronto's most haunted sites, including the Keg Mansion restaurant at 155 Jarvis St. and St. Michael's Hospital on Bond Street.

With a video camera in tow, the actress inspects most of the darkened house at 2 Wellesley St. alone, and spots what looks like a young

girl. She runs out of the house, shocked at the close encounter.

SCREAM has placed ads in movie theatres and public transit to encourage viewers to "get scared more often" — its slogan.

The clip is the first of a two-part marketing campaign and what Ferrari called a "guerrilla stunt."

Toronto writer and ghost guru, David Demchuk, a fan of the creepy and scary, blogs often about apparitions and ghouls in Toronto. Demchuk acknowledges the Wellesley Street area is a hot spot for sightings, but doesn't put much stock in residents' unconfirmed glimpses of hauntings.

"I think we all like to be scared a little," Demchuk said. "Especially with the change in fall season, we're more attentive to death; things are changing and dying. People also can sometimes spook themselves."

Glynnis Mapp, National Post

vidTO: Ghost Haunts House on Wellesley
Posted by [jessie](#) in [CITY](#)

Halloween weekend is upon us. It's time for black cats, goblins, and zombies to hiss, howl, and moan in the darkness of the night. It's also time for a Toronto ghost story.

The house in this video (near Wellesley and Jarvis) is said to be haunted. Or is it? Please watch the video and see for yourself.

[- run time 1:56min - perhaps watch it twice, with sound -]

Is this video a staged hoax? Is the figure actually a person (perhaps a squatter)? Or is this the paranormal caught on film? Added to the [BlogTO YouTube Group](#) a few weeks ago, it seems to be generating a lot of buzz in groups, YouTube itself and a number of theories about its authenticity have been made. Regardless of whether or not it's real, it's spooky stuff.

The agency was Toronto's 2G. The client was Scream TV. And the budget was miniscule. But with help from the best, associate CD Leo Sturman and Aaron Sturman came up with the concept of "getting scared more often." Plus a way to generate buzz with a low budget.

The idea was to give the impression that a certain Victorian era house near Toronto's Jarvis and Wellesley intersection was haunted by the ghost of a young girl. The team created a 3D projector show that, at first, showed the child in a top floor window. Then, they left. "We started making it seem like the house really was haunted." As more and more people showed up outside every night, the partners built up the impression, having the ghost sign seen outside the window.

The crowds increased over a three-week period just before Halloween, and so did the camera phone images that showed up online, in blogs and on YouTube. Then, last Saturday, the National Post gave the story major coverage — just in time for the big reveal. The ghostly little girl showed up with a sign reading "Get scared more often on Scream TV." Meanwhile, commercials appeared on Scream with the same tagline.

The moral of the story, says Sturman, is that "in today's weird marketing environment, you've got to be creative, not just spend. And you've got to stay fluid, reacting to whatever reaction there is out there. Our client was a partner in making this happen. They believed the power of the Internet could be huge in creating buzz, and that this kind of marketing approach would generate the numbers they needed. And sure enough, it worked."

The 2Gers say they can't yet quantify the media equivalency their client, who ... spent up on a budget of just \$20K. "We can't translate it into dollars," says Leo. "We just know people have been talking about it. In fact, we keep being told about it by friends of friends. So it's been working." The agency, he adds, has to have their must burn up on CNN, which hasn't yet happened. "But it's popping up everywhere," Sturman muses. "So who knows?"

What he and his partner are sure of is that they'll be setting up similar stunts in future. [http://www.2g.com/press/ghost_haunts_house_on_wellesley](#)

The Results

For only \$50,000, over 2.1 million people discovered the campaign online, while millions more read about it and thousands saw the ghost first-hand at the house For a station that had a hard time getting subscribers, Scream TV saw an immediate subscription increase of 36%.