

A VIRTUAL HITMAN SERVICE

BACKGROUND

Excessive gaming can kill the romance in any relationship. Actually, 25% of men and 17% of women have considered ending a relationship due to gaming-related arguments. And 5% of divorce petitions even listed Fortnite as a reason for divorce*. *Source: www.divorce-online.co.uk

IDEA

To help the Danes reconnect with their loved ones, internet provider Waoo launched Love Squad – A virtual hitman service. Five of Denmark's biggest pro-gamers ready to assassinate your partner in GTA5, Fortnite, Call of Duty Vanguard and Counter Strike - all in the name of love.

EXECUTION

People could book an assassin by providing their partners gaming-tag and write a loving message to be delivered upon death. Assembling the initiative was complex. The service had to work across four games and include players talented enough to track down targets and execute any virtual assassination. In open world games such as GTA, they would track down their victims live on stream, mobilizing all their followers to help find the targets. In games such as COD and Counter Strike, private servers were set up where our hitmen would be waiting for the unsuspecting victims.

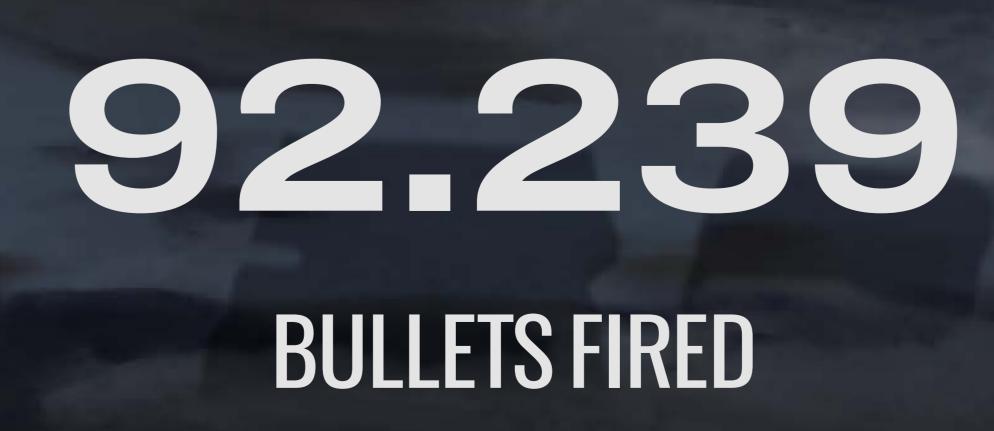
To launch the service, one of our hitmen killed an unknowing famous Twitch-streamer live in front of his audience. The stunt was followed by a nationwide campaign targeting all the gamers' partners.



18.857HITS REQUESTED







"anicklas102 we're totally fucked"

Some guy in the comments

"Dead-smart solution for lovers"



"Find your soulmate and destroy them"

TECH NEWS SPACE

"Butcher your bae and find time for love again"



"The weirdest f***** thing I saw on the internet today"

5 reddit



KEYBOARDS DESTROYED