

DOOMSDAY PREPPERS Television Series - Doomsday Preppers Car Stunt

To promote National Geographic's television series, Doomsday Preppers (a show about extreme American survivalists planning for the end of the world), we stacked a compact car with as much survivalist gear as possible. The car was parked at one of Oslo's busiest pedestrian intersections. Passers-by were encouraged to share photos on Instagram, which qualified them to win a survival kit of their own. In 2 days, over 10,000 people saw the car, and over 1,000 photos were shared.

