**TBWA\Belgium and Telenet launch The Play Trailer Park**

The first trailers you can live in

**In today’s entertainment landscape, there is just too much content. So the trailers for tv-shows become more important than ever. The Belgian streaming service Play - with tons of national and international tv-shows - made the most epic trailers ever: the first trailers you can live in.**

The Play Trailer Park consisted of 6 caravans inspired by 6 tv-shows, down to the smallest details. Game of Thrones, The Sopranos, The Walking Dead, True Blood, etc. Influencers and fans could book a trailer and spend the night in our Trailer Park. Sleeping in the same bed, eating the same (horrible) food, drinking the same (poisoned?) wine, getting imprisoned, etc. Because in the Play Trailer Park you don’t just binge the show, you experience it. The Play Trailer Park was live during 3 weeks, as an outdoor stunt where people could actually live in.