



enhancing intellectual property rights competence and cooperation



IPR Saint-Petersburg Enhancing Intellectual Property Rights Competence and Cooperation in Russia (Saint-Petersburg), Finland, Denmark and Sweden

Minutes

Campaign “You against pirates!”

Date: 28 May 2009
Place: “Mirage-cinema” in Saint-Petersburg

During spring 2009 campaign “You against pirates!” was organised in Saint-Petersburg. The final event of that campaign took place on 28 May 2009 in one of the largest cinemas of Northern capital “Mirage-cinema”. For that event 7 500 flyers has been printed and distributed among the target auditorium (10-17 years old students) in the “Mirage-cinema” chain in Saint-Petersburg. At purchase of the ticket for a film session visitors of a cinema received specially printed flyers with which help they could receive a free portion of popcorn and participate in the lottery of the T-shirts with IPR project logo and CD “Made in Finland” with short project description, which was ordered (100 pieces) for that occasion. The goal of that campaign was to attract the attention of Saint-Petersburg citizens to the IPR problem, especially young generation.



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