

DUGGAL VISUAL SOLUTIONS

THE HANDMAID'S TALE

Displays
The New York Times is calling Hulu's new TV series, The Handmaid's Tale, "spectacular." Based on Margaret Atwood's 1985 novel of the same name, the series currently has a 100% approval rating on Rotten Tomatoes and "universal acclaim" on Metacritic.

Riveting and chilling storyline aside, part of The Handmaid's Tale's immediate success–it has already been renewed for a second season in 2018–can likely be attributed to Hulu's experiential marketing campaign in New York City during the week of the series premiere April 26-30. Passersby on the High Line were drawn to a vivid, brightly lit art installation stocked with 4,000 free paperback copies of Atwood's novel.
See more information at www.duggal.com

ADDRESS:DUGGAL VISUAL SOLUTIONS.43 W. 24TH STREETNEW YORK, NY 10010
CALL:
212 242 7000
WEBSITE:
WWW.DUGGAL.COM

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