



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

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