



THE BL@CK MAIL

~Check your parther's fidelity by
sending a tricky text message~

< General Information >

Broadcast Year : 2000~

Time Slot : Prime Time

Format Length : 30 minutes

Target Audience : Teenagers and young adults

Women are always worried about their boyfriends' fidelity.

I know he's faithful to me, but...I want to know what if he's tempted..

The program investigates him and confirms the couple's love for each other through an experiment using text messages sent by cell phones.

At the request of our client, the program emcees send a text message to him, pretending to be a text-mail only girl friend whom the guy knows nothing about. The chat exchanges develop into a series of seductive bl@ckmails, and the man takes advantage of the fact that he is anonymous and faceless on mail, and gradually gets into flirting mood.

The virtual woman succeeds in arranging a date with him. The program staff uses the information gathered from the client to choose a woman who is definitely "his type." The woman heads to the meeting place, posing as the text-message friend. During dinner, she casually tries to seduce him into an affair. What the poor man does not know, however, is that the program's emcees and his real girlfriend are standing by in the next room, monitoring everything!

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