

Ambient / Outdoor Ads



Reverse angle (back of standee)



Preparation of standees in progress

HP RIPPED SIDEWALK STANDEE

HP Advanced Photo Paper guarantees true-to-life image quality. To highlight this benefit, a standee was customised to give the impression that someone actually walked through a gigantic piece of paper and caused it to tear. Several of these standees were then placed at strategic locations to demonstrate to passers-by that what's real to their eyes is actually a reproduction using HP Advanced Photo Paper.



Outdoor posters were turned into large interactive push puzzles that consumers could solve in order to "sort your head out".

This was done to promote McDonald's Large Coffee for only 1 Euro.

Gaia: Animals Torture

Magazine blister



Plastic bag



Specially-designed cans were distributed to pubs for use as part of an 'enjoy responsibly' campaign.



“Need a top chop? Call 0161 941 6999. The Hairdresser.”

The Jeep parking space event took place over a few weeks in the spring of 2007 in Copenhagen. Our object of communication was to make the Jeep brand part of the urban environment in a surprising way.





Being watched.

To launch Big Brother 2008 on Network TEN Australia, we devised an idea using Bluetooth messaging that engaged a young tech-savvy audience via their mobile phones. We installed Bluetooth transmitters in over twenty high-traffic bus shelters around town. The transmitters automatically sent two anonymous text messages to anyone standing within range. The first message was tailored specifically to each location, whilst the second (sent 30-40 seconds later) was the reveal.



Message 1



Message 2 (received 30-40 seconds later)

OH IT'S **FRESH!**

The „OH IT'S **FRESH!** - milk udder“ packaging

At the coffee shop chain "Oh it's fresh!" – as the name might suggest – freshness is the name of the game, whether you go for tasty bagels, freshly squeezed juices or specialty coffees. And how better to demonstrate this commitment to freshness than by reflecting it in even the tiniest details in "Oh it's fresh!" stores: the unusually designed single portions of milk with a little udder printed on them – the milk pretty much goes straight from the cow into your coffee!



Children know no boundaries. Drive carefully.

This message is provided by: ADC/BSW-Kreativschule, KEYSTONE, cinecom, WerbeWische, CLEAR CHANNEL, SODAS





Cleans pores. Fights pimples.



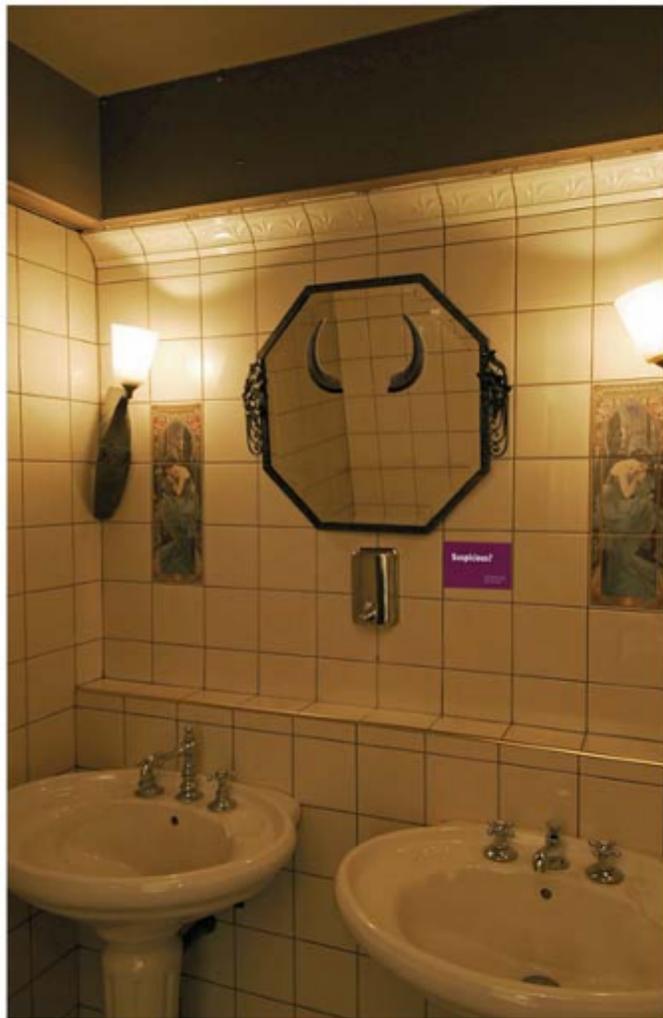


Ambience Media

A poster on a hand dryer to communicate hotness.



(WHAT IF?)



Brief

The French call on the services of private detectives far too rarely. The National Union of Private Detectives wants to develop this reflex and create proximity with the general public.

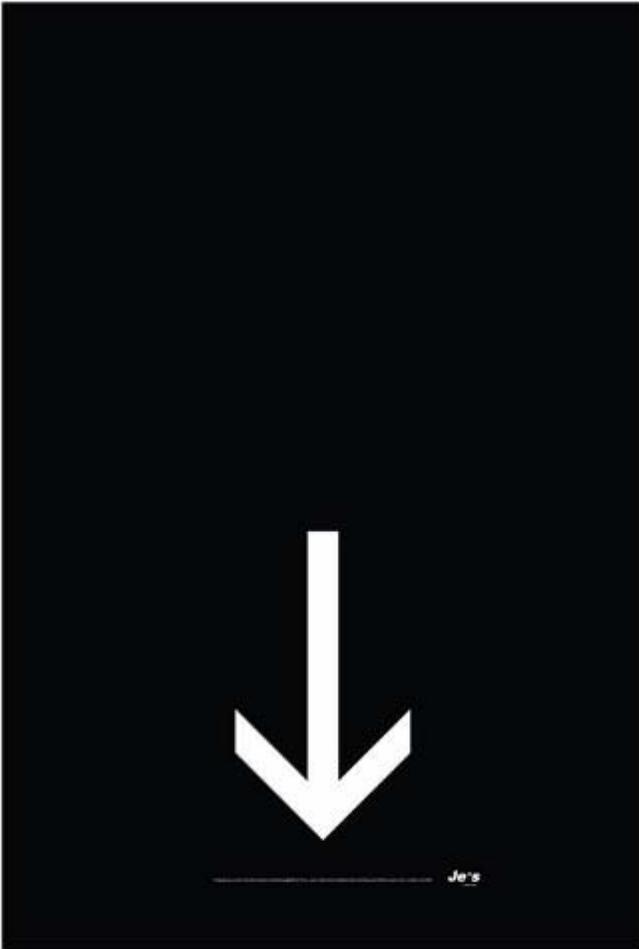
Idea

Put doubt in everyone's mind in a playful and unexpected way. In latin cultures, "to have horns" means you are the victim of infidelity in your couple.

Results

Everybody knows that private detectives are bound by professional confidentiality.

Restroom of the Wagon Bleu (Blue Wagon), a prestigious restaurant set at the heart of the greatest train station in Paris. A transit place for travellers away from their beloved ones : the best time to bring them to ponder over infidelity.

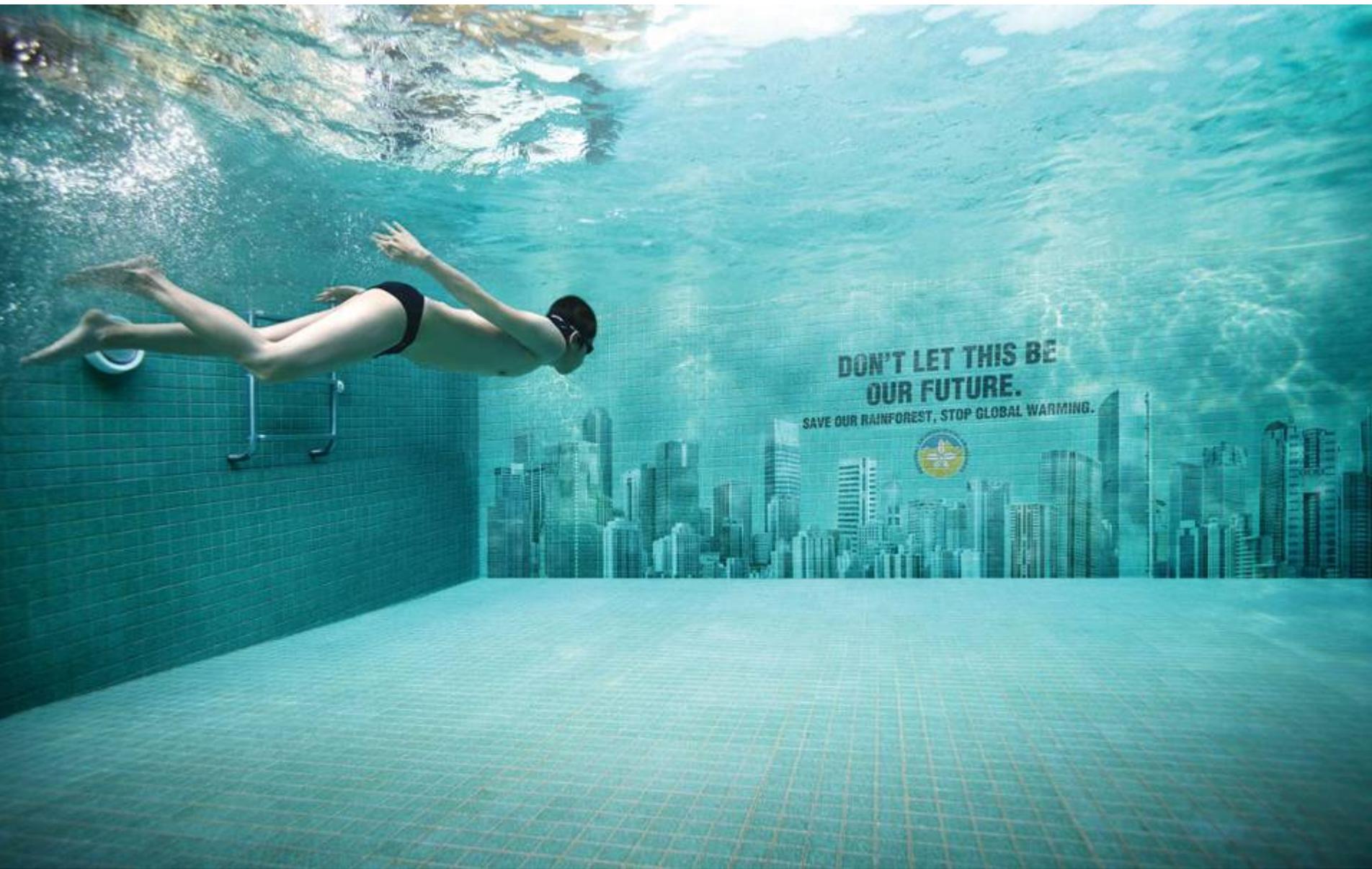


COPY:

At this moment, your bum is completely exposed. If it were in a sexy pair of jeans, it would attract attention all the time!

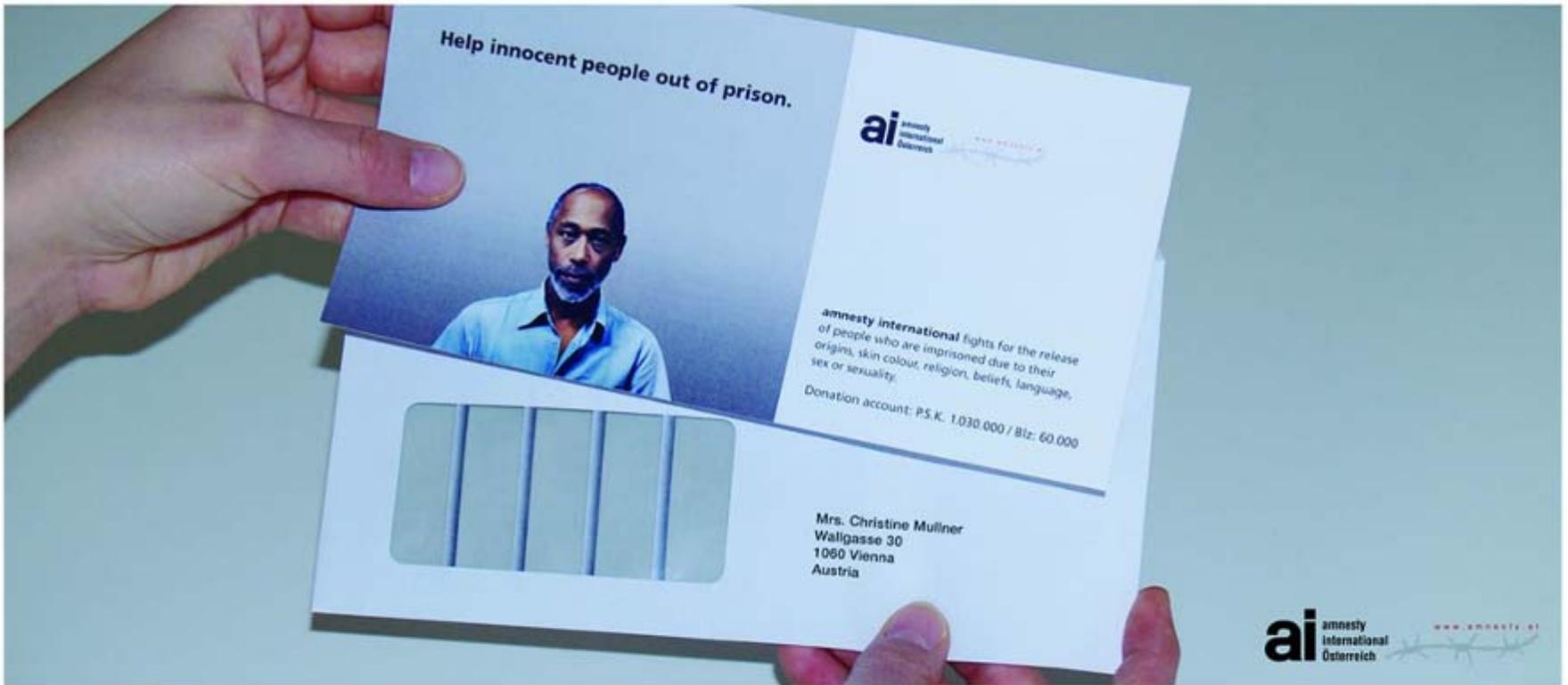


The external surface of the cup is printed with a second layer of heat sensitive ink that is revealed when hot water is poured into the cup.



**DON'T LET THIS BE
OUR FUTURE.**
SAVE OUR RAINFOREST, STOP GLOBAL WARMING.





rescue innocent prisoners

Objective: The objective was to draw attention to people who are innocent imprisoned and show at the same time that even a small donation can have a big impact.
Creative Approach: A simple trick (whereby you pull out the card) demonstrates that everybody can rescue innocent imprisoned with just one small action.
Effectiveness: Total costs for the whole promotion were compensated within the first month and altogether donations increased by 38 percent.

Hoover Vacuums - Product Demo

FOR A PRODUCT DEMO
BREAK THE GLASS



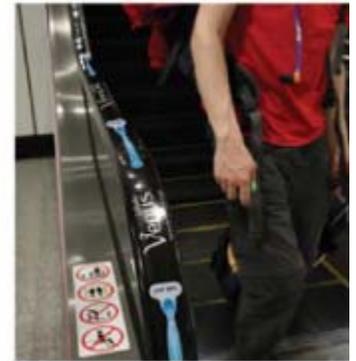


Gillette Venus Escalator

Challenge
Bring to life the smooth shave benefit of Gillette Venus in a unique way, using ambient as the medium.

Concept
We built and installed a smooth, giant leg at Dhoby Ghaut, one of the busiest MRT stations in Singapore. Daily commuters in the country's largest MRT station saw the installation which gave the illusion that people holding the handrail were running their hands down the smooth leg, while the product was revealed on the handrail itself and on banners nearby.

Result
Dramatizing the benefit of smooth legs to 1.4M people daily, which is equivalent to reaching 20% of the population. It takes a TVC at least 4 weeks on prime time to achieve a similar reach level.





Veet
bandes de cire



Axe towel













1

EVERYTHING'S A RACE.

THE HORSES
AT STAMFORD PARK



