

Out Of Home Advertising



A large billboard for Absolut New York. The billboard features a large, light-colored wooden boardwalk shape mounted on a white background. On the boardwalk, there is a miniature furnished apartment. The apartment includes a red sofa, a blue sofa, a white dining table with chairs, a white kitchen area with a sink and stove, and a white bathroom with a toilet. A red circular rug is placed in the center of the boardwalk. The text "ABSOLUT NEW YORK." is written in large, bold, black letters across the bottom of the billboard. In the bottom right corner, there is a small text that reads "FURNISHED BY IKEA".

ABSOLUT NEW YORK.

FURNISHED BY IKEA





refresh on the *Coca-Cola* side of life



TITAN

PAY
HERE
↓



BE BE BE PATIENT
WI WI WITH
PE PE PEOPLE WHO
ST ST STUTTER



DUTCH STUTTER FOUNDATION

JCDecaux

4728







IT'S A **CHALICE**,
NOT A GLASS.



WHO USES
THE WORD
"CHALICE"?

NEWCASTLE ★ NO BOLLOCKS

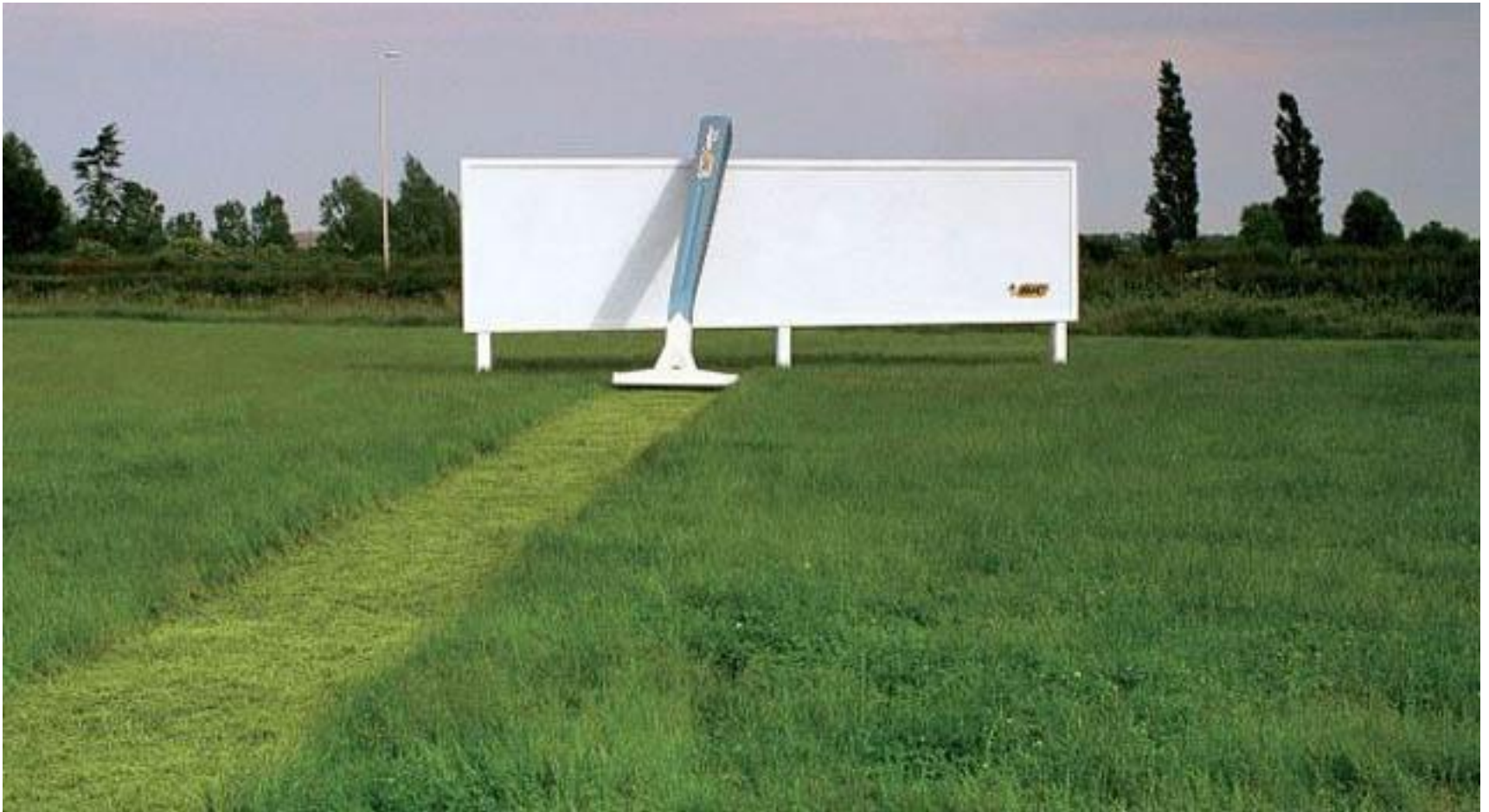
WE DO
INSPECTIONS
ANY
STATE





Apple iPod+iTunes















builds strong teeth





With your child,
learn about angles.



GET INVOLVED
YOUR CHILD'S EDUCATION



Koleston Naturals is a hair colorant from natural ingredients for women aged 20 to 40. This outdoor execution was strategically positioned on a promenade. It had an unspoiled view of the sea and skyline behind it. The woman's hair is die-cut in the billboard to capture the variations of Koleston Naturals' colors through the different phases of the day and night.

KOLESTON
naturals











Panasonic
Ideas for life

NOSE HAIR TRIMMER
DENGAN SAFETY CUTTING SYSTEM



Mini Trimmers  TONDEO







WEAR A SEAT BELT.

NMDOT

035382

Shreds corners too.



THE ALL-NEW 252-HP* **FOCUS ST**

*Achieved with Premium Fuel.



Go Further



Existing Anti-Littering Campaigns

Good or Bad?

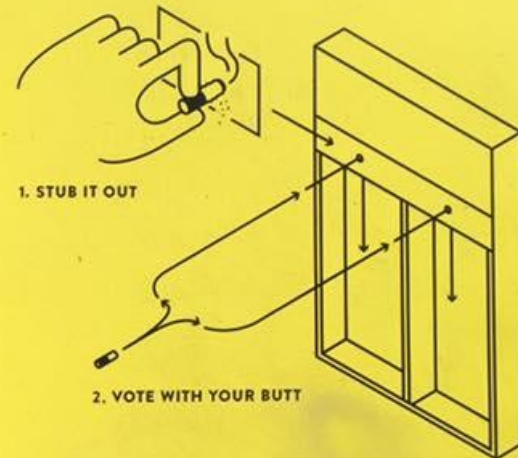
WHAT WOULD YOU PREFER
TO WATCH?

ITALIAN F1 GRAND PRIX

TENNIS: US OPEN



THINK INSIDE THE BOX
AND VOTE WITH YOUR BUTT



1. STUB IT OUT

2. VOTE WITH YOUR BUTT



LITTER IS IN OUR HANDS.
LET'S WISE UP AND BIN IT.

#NEATSTREETS

\$11.5 billion

is spent on
litter cleanup
across the U.S.
annually.



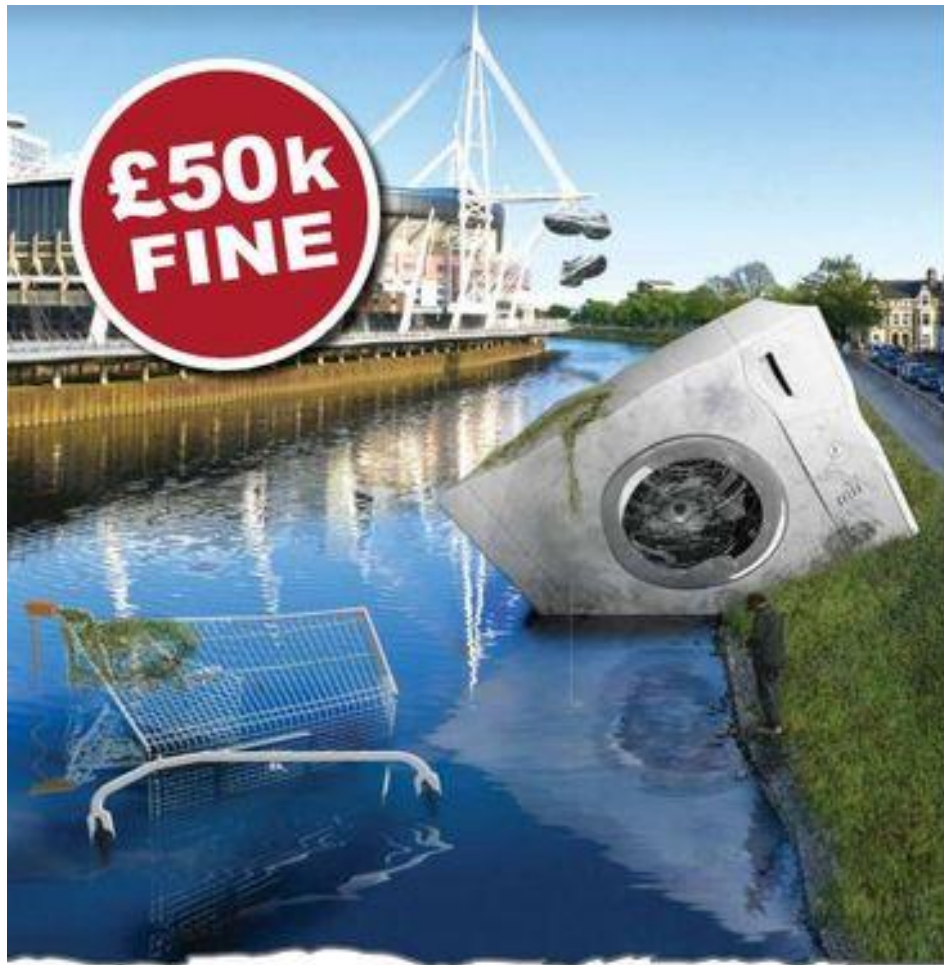
#DontTrashFact

Source: KAB Litter in America Study



EVERY YEAR MORE THAN
100,000 SEA ANIMALS
DIE BECAUSE THEY ARE
SUFFOCATED BY PLASTIC BAGS
AND LITTER LEFT AT THE BEACH
WHICH EVENTUALLY ENDS UP
IN THE OCEAN

STOP LITTERING
SAVE LIVES!



**DON'T TIP
CARDIFF
OVER THE
EDGE!**

FLY TIPPING IS ILLEGAL!

LOVE WHERE YOU LIVE ... AND HELP US KEEP CARDIFF TIDY



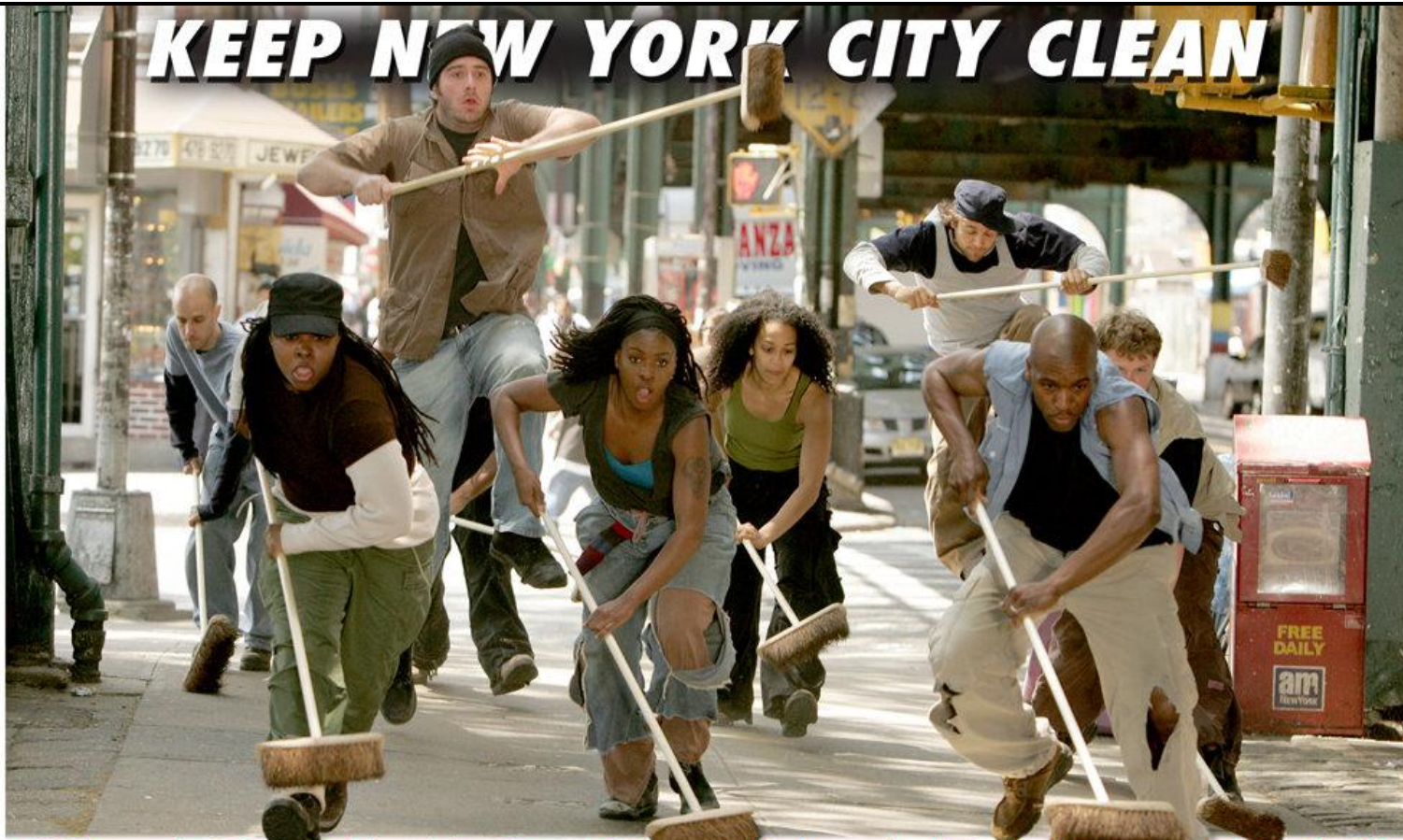
LITTERING
It's not smart

Bin your litter or face **A FINE FROM £75**

Epping Forest District Council
www.eppingforestdc.gov.uk



KEEP NEW YORK CITY CLEAN



STOMP OUT LITTER

For more information please visit:
www.nyc.gov


The City of New York
Michael R. Bloomberg, Mayor

In
Partnership
with

STOMP
THE INTERNATIONAL ORGANIZATION
OF PEOPLE WHO CARE ABOUT THE EARTH

WM
WASTE MANAGEMENT

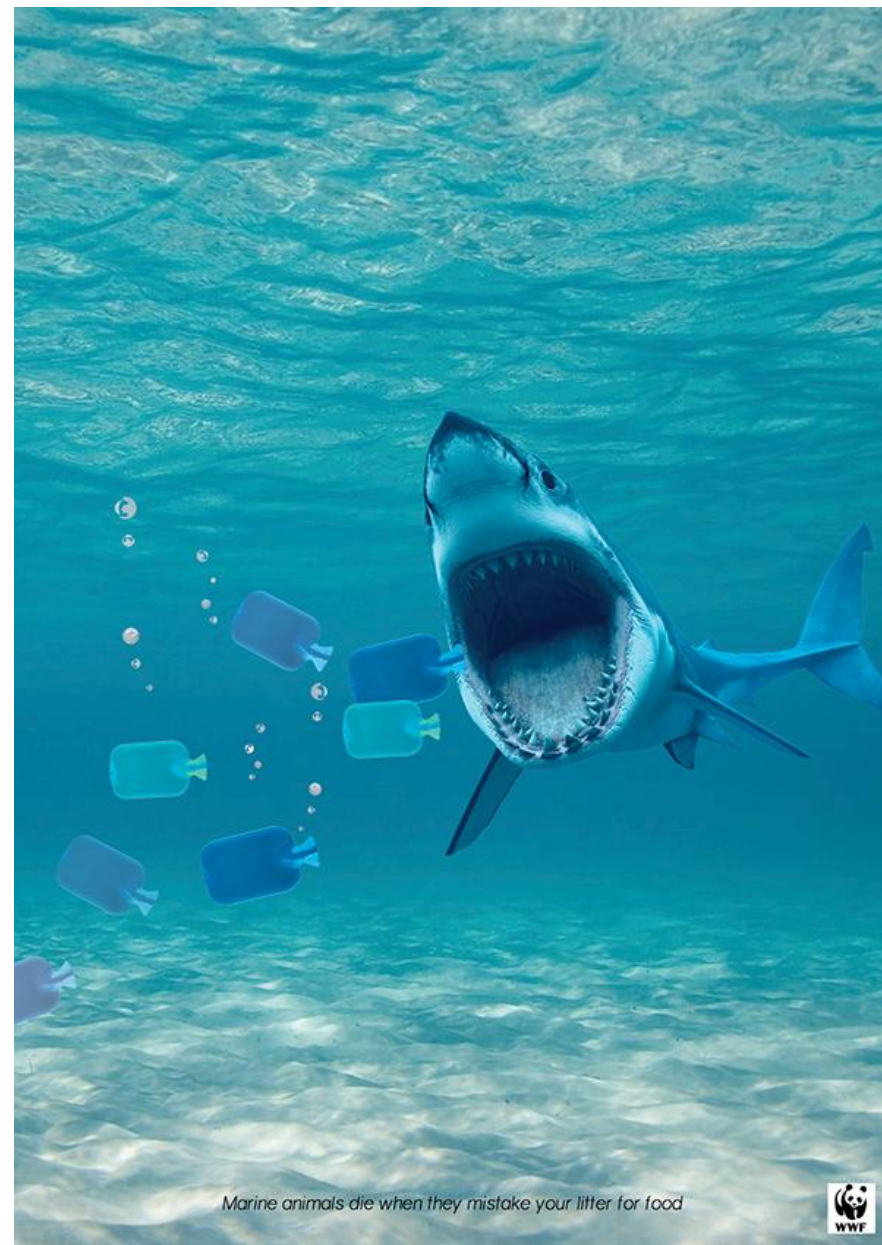




STOP LITTERING
YOU ARE NOT ALONE

HEAVY FINES \$500

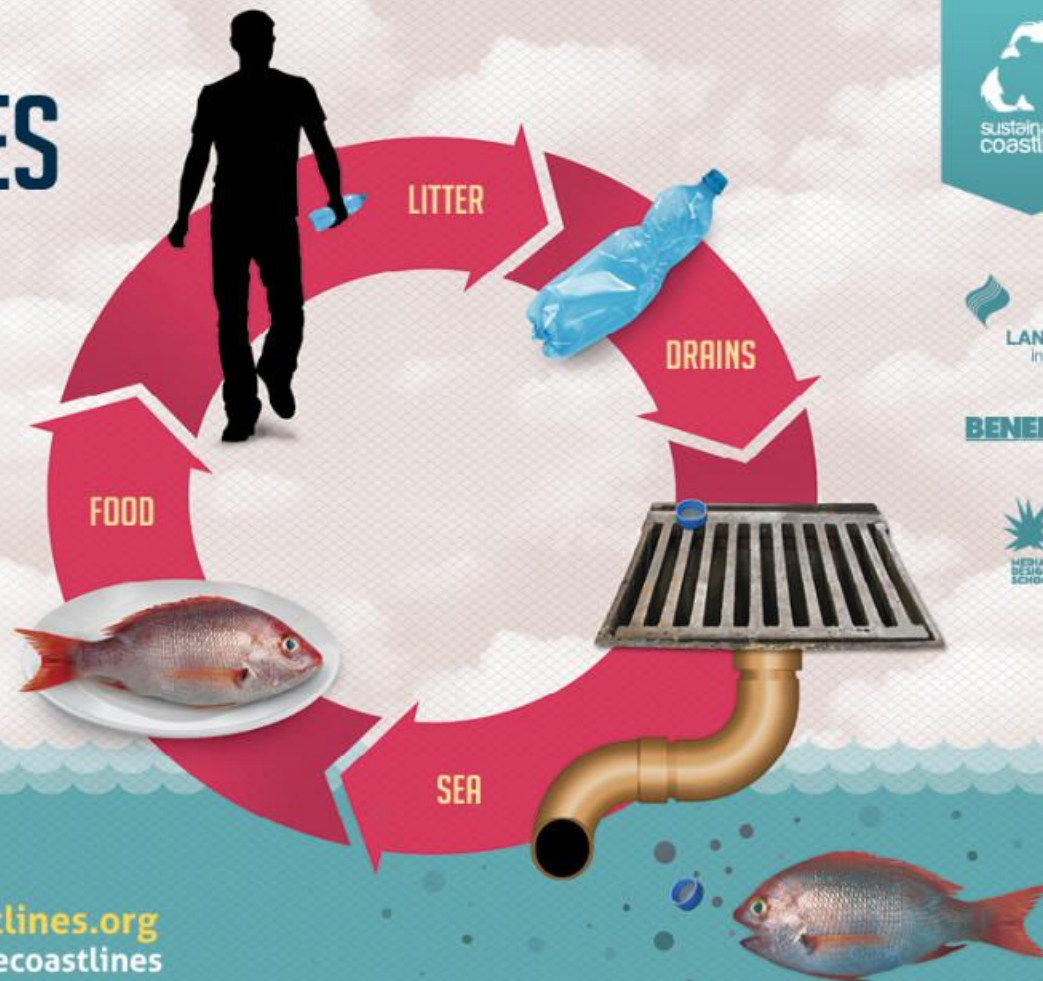
COH CODE OF ORDINANCES CHAPT. 97



Marine animals die when they mistake your litter for food



WHAT GOES AROUND COMES AROUND

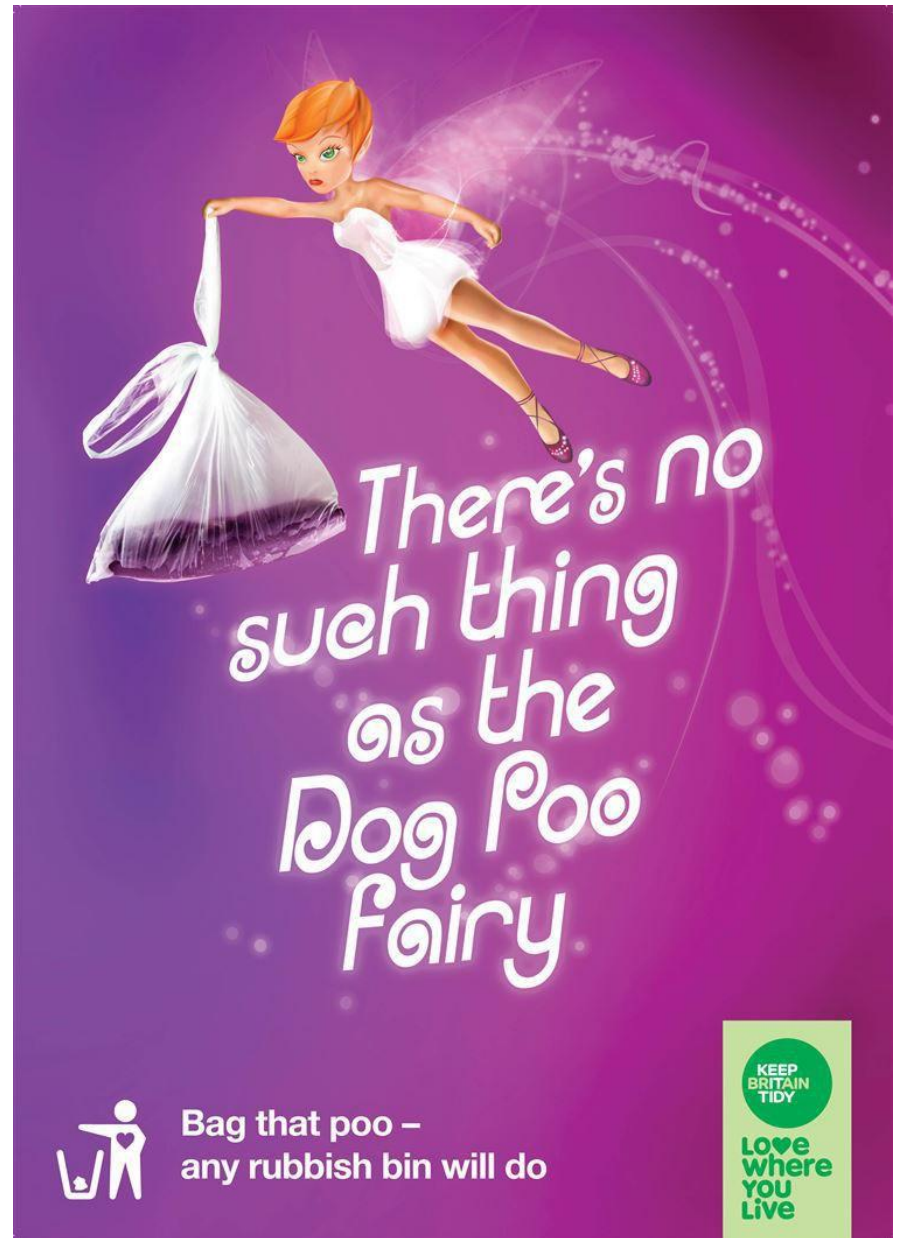
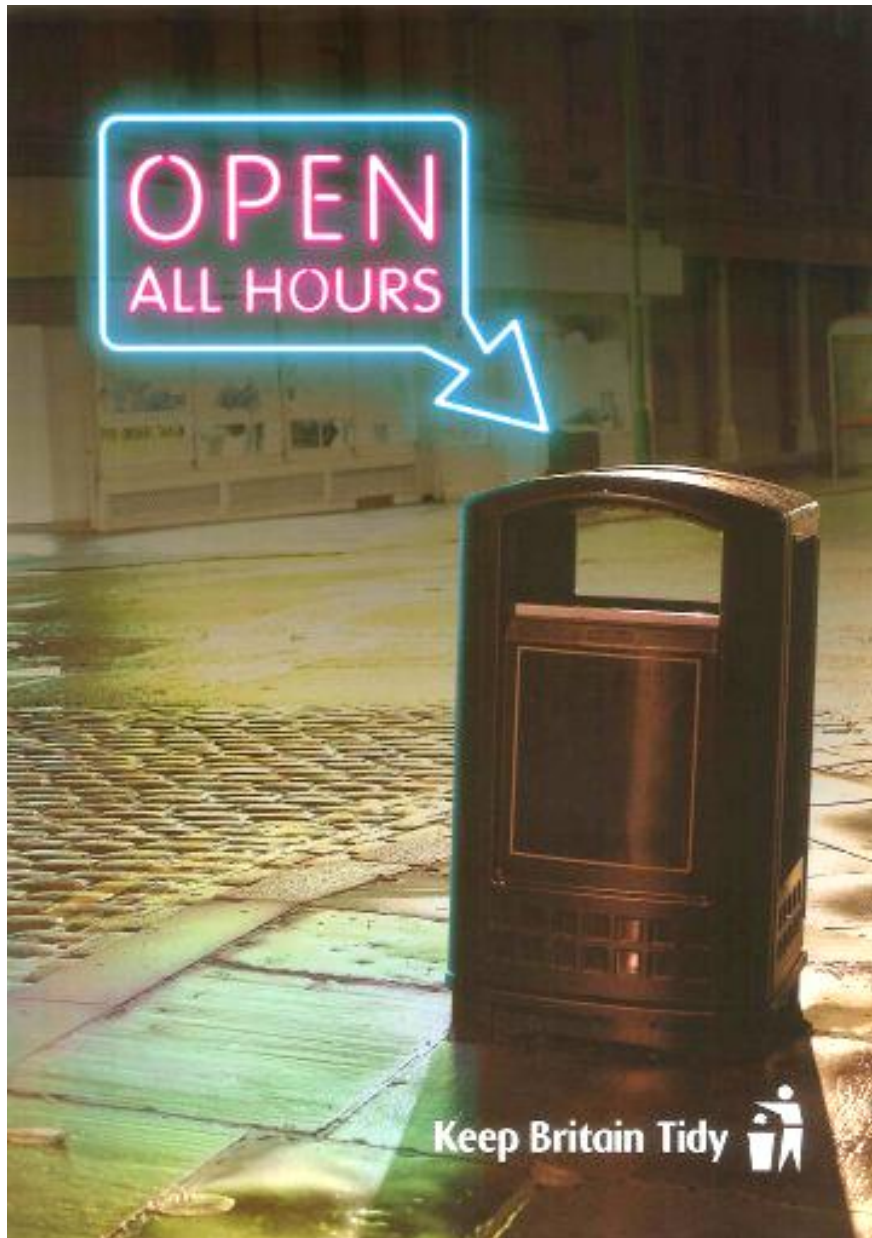


www.sustainablecoastlines.org
facebook.com/sustainablecoastlines



BENEFITZ







Comhaltas Pobal agus Rialtas Áiríoch
Environment, Community and Local Government



Fáilte Ireland
National Tourism Development Authority



Dublin City Council

Let's make a clean start together.

This is completely impractical

Just pick up after your dog

project**POTI**.com



**A litter fine makes it
an expensive night out.**

Your litter. Your problem.

• EDINBURGH •
THE CITY OF EDINBURGH COUNCIL

 **KEEP EDINBURGH CLEAN**

**LITTER
AND YOU'RE
RUBBISH**





RUBBISH CAN BE RECYCLED. NATURE CANNOT.



for a living planet™



Littering says a lot about you.



Livegreen
Toronto



The Future?

Digital Out Of Home



[Battersea Dogs Home Campaign](#)

Integration – Bringing DOOH and mobile together



Using augmented reality, Ocean's NHS Blood campaign seamlessly linked consumers' smartphones with digital displays

[Ocean's NHS Blood Campaign](#)

Infrastructure – Making smart cities smarter



In Birmingham and Manchester, [Signature Outdoor's 'The Loop'](https://www.the-loop.co.uk/) delivers 22 full-motion digital locations, linked with Wi-Fi, equipped with facial recognition and offering connectivity for mobile audiences.

DO Be useful. As DOOH becomes a feature of smart cities, advertisers should consider how to produce content that's genuinely useful.

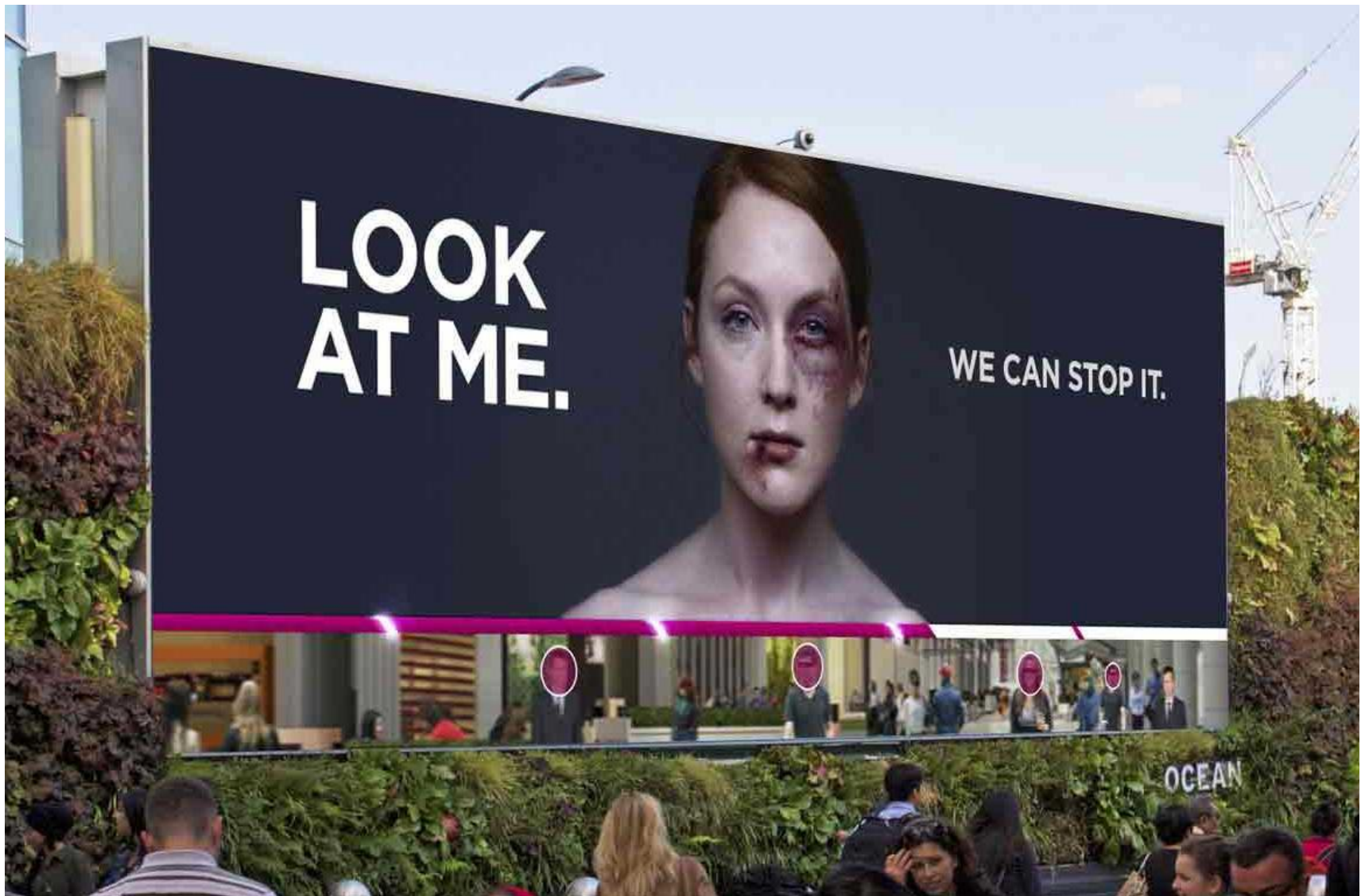


[O2 uses smart camera technology on the Loop Manchester to deliver bespoke activity](#)

Recognition – From identification to emotion

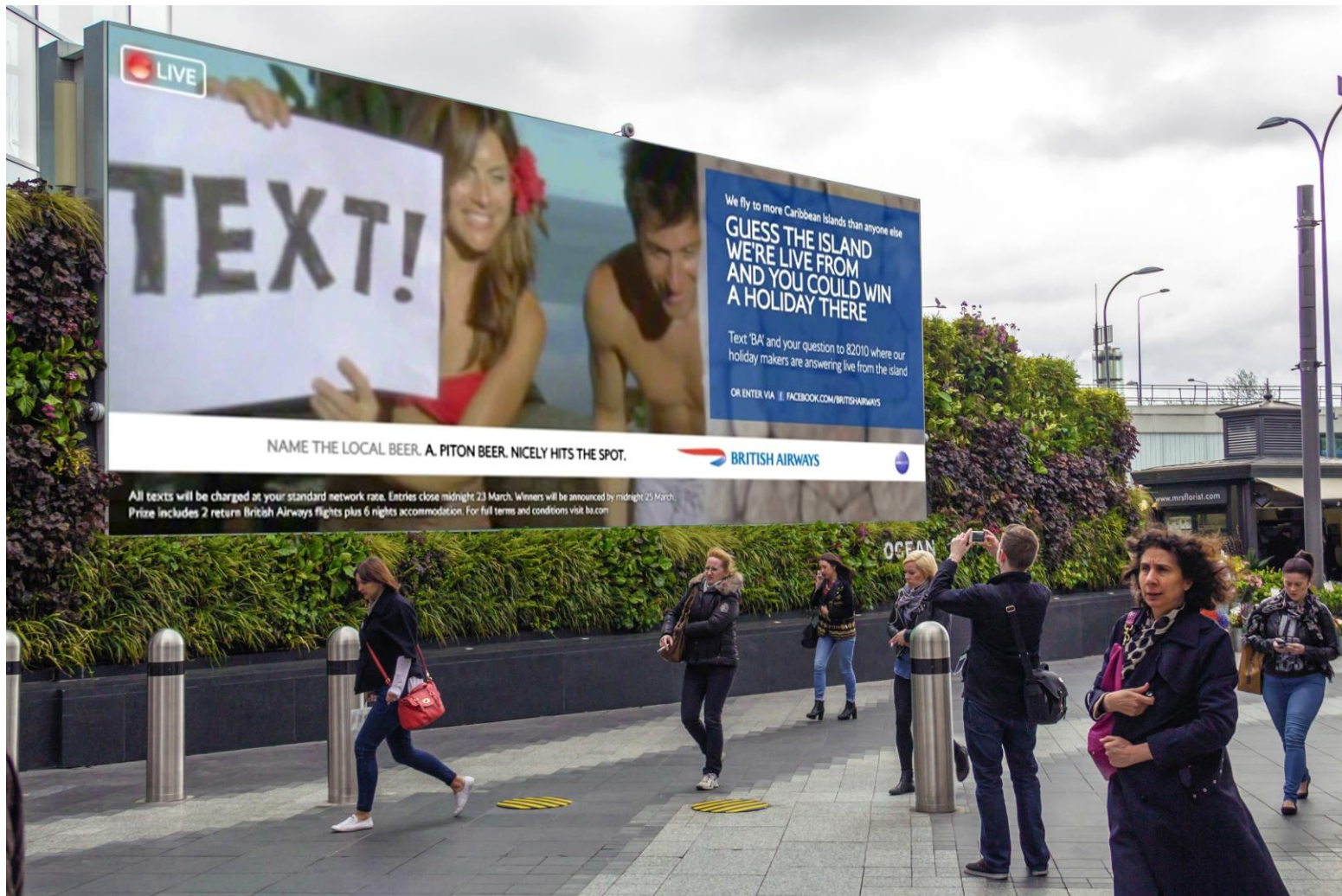


At [Ocean's Holland Park Roundabout](#) site, a campaign for Renault Mégane identified drivers from their number plates and served advertising based on their car model.



[Ocean Women's Aid Campaign](#)

Immersion – HD visuals and interactivity



With fibre connectivity, live content can be streamed to screens worldwide, and interactive technologies such as touchscreens and [gesture recognition](#) are set to bring a new level of immersion to DOOH.

Immersion – HD visuals and interactivity



LIKE WHAT YOU SEE?



All this adds up to a future of [immersive, interactive displays](#) that enable the consumer to engage with content on a deeper level.