

Ambient Advertising

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Ambient

- in our surroundings, not necessarily outside
- unusual or unexpected places
- Non-standard and free-format out-of-home work that leverages the use of public spaces, objects and environments

Cannes Lions

Ambient Advertising Case Studies



- 2006 Elegant in-bathroom advertising
- A nice and unusual ambient marketing campaign by Saatchi & Saatchi (Sao Paulo) for Natan Jewelry Shop





IMPOSSIBLE IS NOTHING. ADIDAS.

- Adidas
- Impossible is Nothing
- Potentially hazardous – ethical/legality issue



PlayStation

- 2006 Urinal PlayStation Ads
- Experimental PlayStation ads on urinals. Increase your score with hitting icons. Message is “gaming philosophy is everywhere”
- TA young males



MONEY ISN'T EVERYTHING.

Save up to three lives without spending a cent.
Call 13 14 95 or visit donateblood.com.au



Australian Red Cross

BLOOD SERVICE

It takes someone special to give blood



- 2006 Money isn't everything
- An interesting campaign by M&C Saatchi for Red Cross of Australia to encourage blood donations



- KNOCK, KNOCK.
- WHO IS IT?
- A NEWBORN MEDIA.



Better Ingredients. Better Pizza.

Papa Johns

- 2006 The pizza "voyeur"
- Winners at Cannes Advertising Festival: Quorum/Nazca Saatchi & Saatchi Perú, Papa John's, pizza service
- Instead of the annoying leaflets left in the mailbox, the agency came up with this intrusive yet original idea



IWC
Try it here!
the Big Pilot's Watch.

IWC
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IWC watches

- “Try it here, the Big Pilot’s Watch”
- An excellent example of demonstrative advertising by Jung Von Matt, Hamburg for IWC watches
- Given the price of the product, the ad has been placed on a bus servicing at the airport, not on a "regular" city bus
- They start at £5,000

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Life's too short
for the wrong job!

jobsincown.de



- 2006 Life is too short for the wrong job
- An excellent ad by Scholz & Friends Berlin for the recruitment website Jobdsintown.de
- Good execution

Jetzt wird's höchste Zeit! *Kellogg's* SPECIAL *K* - 99% fettfrei

- Kellogg's Special K – diet cereal
- Specially made supermarket shopping trolleys, Germany



- Oversized, sculptural



- Plastic surgery, interacting with





- Rugby World Cup 2015
- Iconic Cardiff Castle, fun and playful
- Ambient grows and is shared on social media, people will make pilgrimages for selfies

Polo mints



Polo mints

- leveraging an existing structure in urban environment that resembles product





- Cigarette butts collected from central business district of Melbourne 1km radius
- Laid out on pedestrian crossing to resemble a cigarette



Boots Pharmacy

- Stop Smoking device - giveaway
- Play on words...



Ambient billboards



Ambient billboards

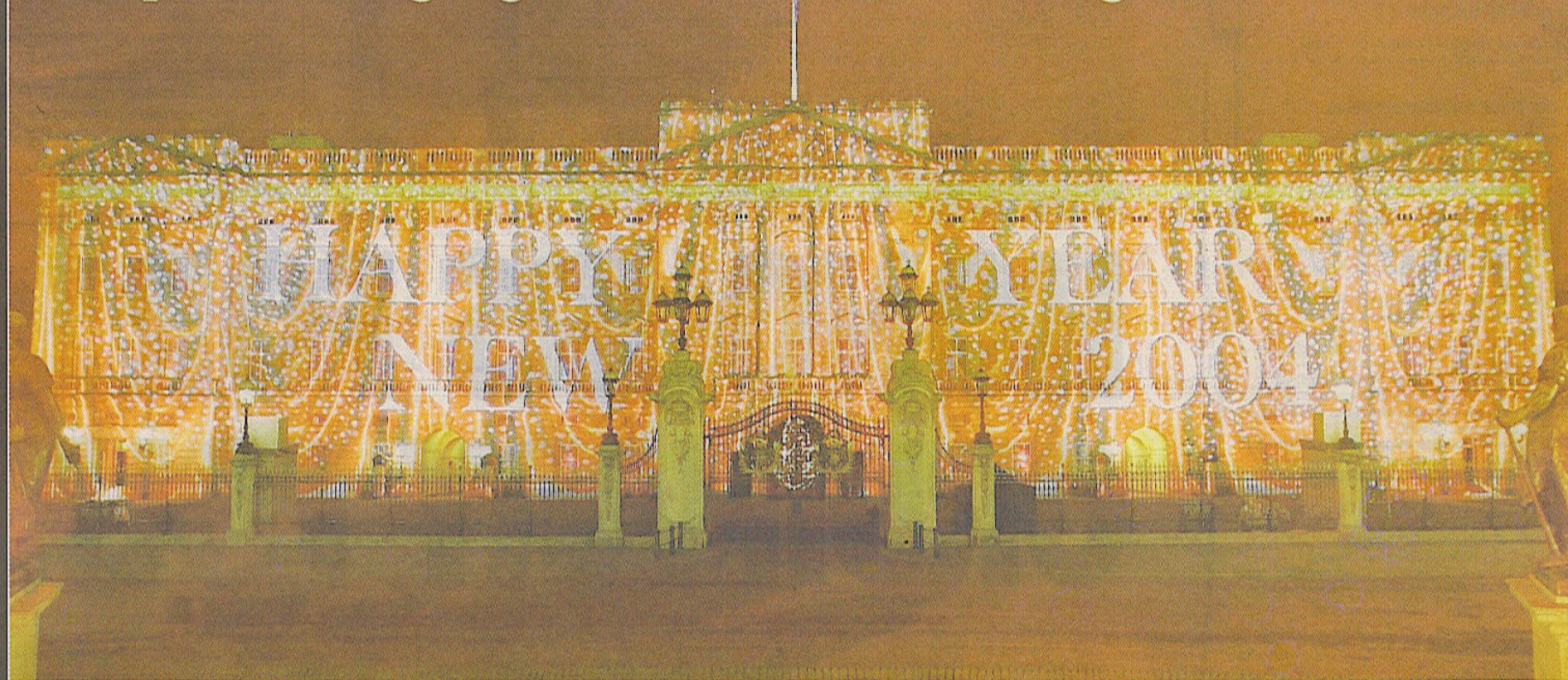
- Utilising the urban structures
- Message: Air pollution kills 60,000 a year (causes early death)
- The Natural Resources Defense Council (NRDC) US



Ambient billboards

- Hot Wheels Children's Toys
- Agency: Ogilvy, Mexico
- Cannes Lion 2010

They're changing the bulbs at Buckingham Palace...



■ **PARTY ON** As South Wales prepares for a huge New Year knees up, including a party at the Millennium Stadium and festivities outside City Hall, a seasonal greeting to the nation has been flashed up on Buckingham Palace. The projected message is part of the Brightening up London campaign, backed by Orange, with the mobile phone service illuminating ten of the capital's most famous buildings.

PA Photo: Matt Dickens

- December 2003
- Part of the “Brightening up London” campaign backed by Orange mobile phone service, illuminating the capital’s most famous buildings
- Event, installation

De Beers

- “Diamonds are forever slogan”, was losing its meaning
- Time based Installation
- Grand Central Station, New York



De Beers

- Ambient solution to “show that other gifts are fleeting compared to diamonds” and do so in a way that is befitting to diamonds themselves

Human Rights Watch

- 2010 created a giant installation at at also New York's Grand Central Station.



- Installation consisting of hundreds of prison cells, a closer look reveals that the cells bars are actually pens
- Visitors remove the pens to symbolically free the prisoners and then use the pen to sign a petition calling for the release of these innocent prisoner
- Agency J Walter Thompson New York

Guerilla marketing

- graffiti (Banksy style), reverse graffiti
- sticker bombs
- forehead advertising
- viral marketing through social networks
- Provocative
- Ethical/legal issues



This Tree was planted illegally by Friends of the Earth

- Half of Europe's timber imports from high risk regions are illegal.
- To address the illegal chopping of forests the idea arose to plant trees illegally Friends of the Earth went out in the middle of the night with 10 vans in 5 mayor cities in Netherlands, Brussels, Amsterdam and Paris
- Taking out the stones, digging a hole, planting the tree, sign on and fence around it



- This action demonstrates the contrast that trade in illegal timber on the EU market goes unpunished, while illegally planting trees is punishable
- The FoE groups demand environmental legislation to require all timber and timber products on the EU market to come only from legal sources and responsibly managed forests
- Next day news coverage in all Dutch Newspapers, and radio stations, the evening TV news, tv coverage in Spain, Argentina, and BBC world.

What's illegal? Planting trees or stealing our forests?

Ambient Advertising

- different
- grabs attention
- element of surprise
- people engage with, interaction
- current, topical
- has to be in right place, right time

Ambient engages with audiences
in powerful and meaningful way **and**
can reinforce message or USP



<https://www.canneslions.com/enter/awards>

Task