

Ambient Advertising

- 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*







IMPOSSIBLE IS NOTHING. ADIDAS.



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





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





IWC
SCHAFFHAUSEN
1868-2018
**Try it here:
the Big Pilot's Watch.**

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the Big Pilot's Watch.**

47



Life's too short
for the wrong job!

jobsintown.de

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



A DIAMOND
IS FOREVER. 







"don't forget to shake the drops off"

It's a van man thing!

BUDGET
VIA INTERBANK

low cost van insurance
800 247 2472

Low cost van Insurance
0800 247247
Budgetvaninsurance.com

cost van Insu
800 24724
budgetvaninsurance.com

niesel

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Diesel

Diesel

Learn Low Cost















One out of ten traffic victims is a pedestrian.





Kick the Habit
with help from
Stop Smoking Aids
from Boots.



Task