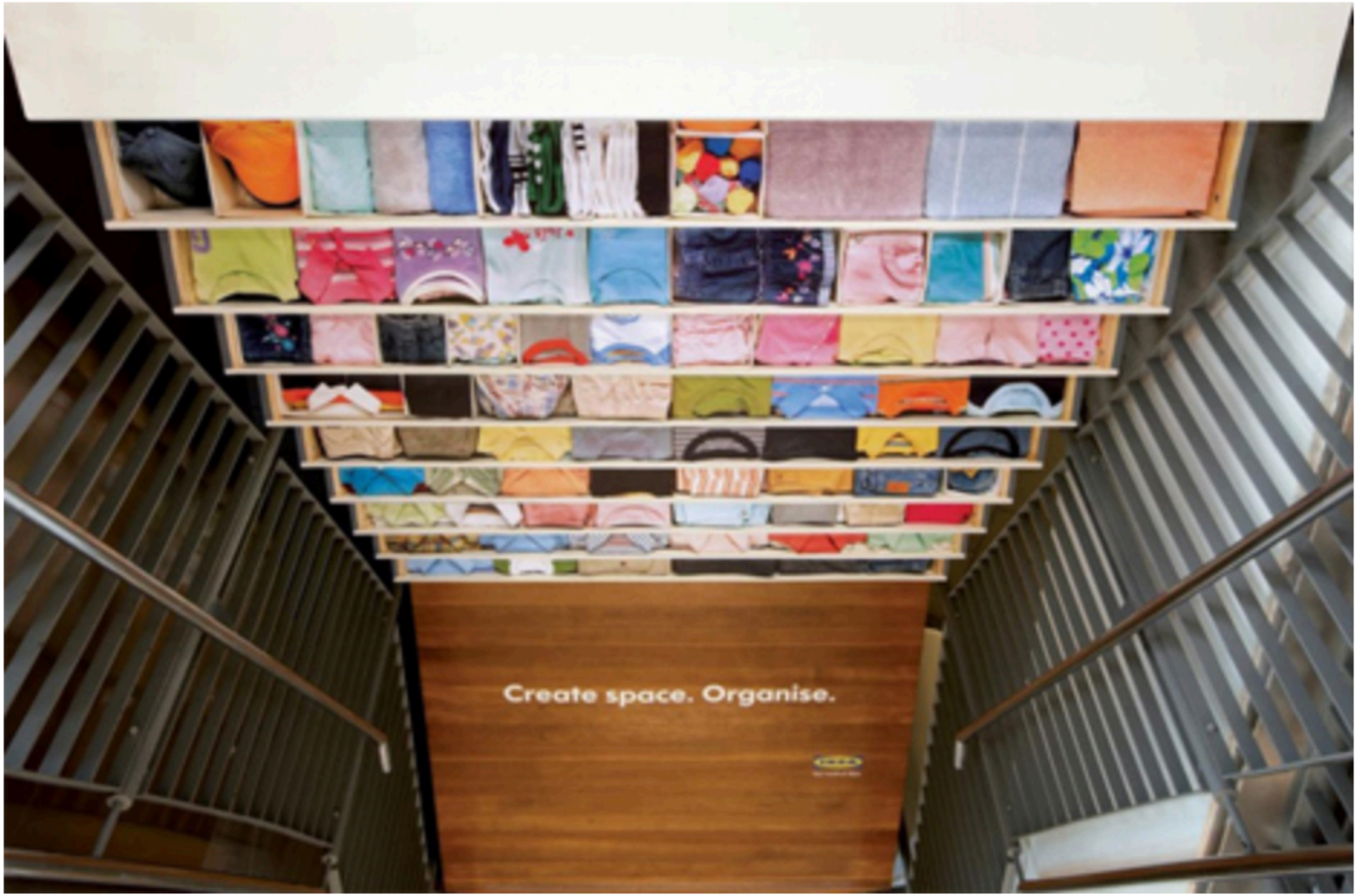
Ambient

Development

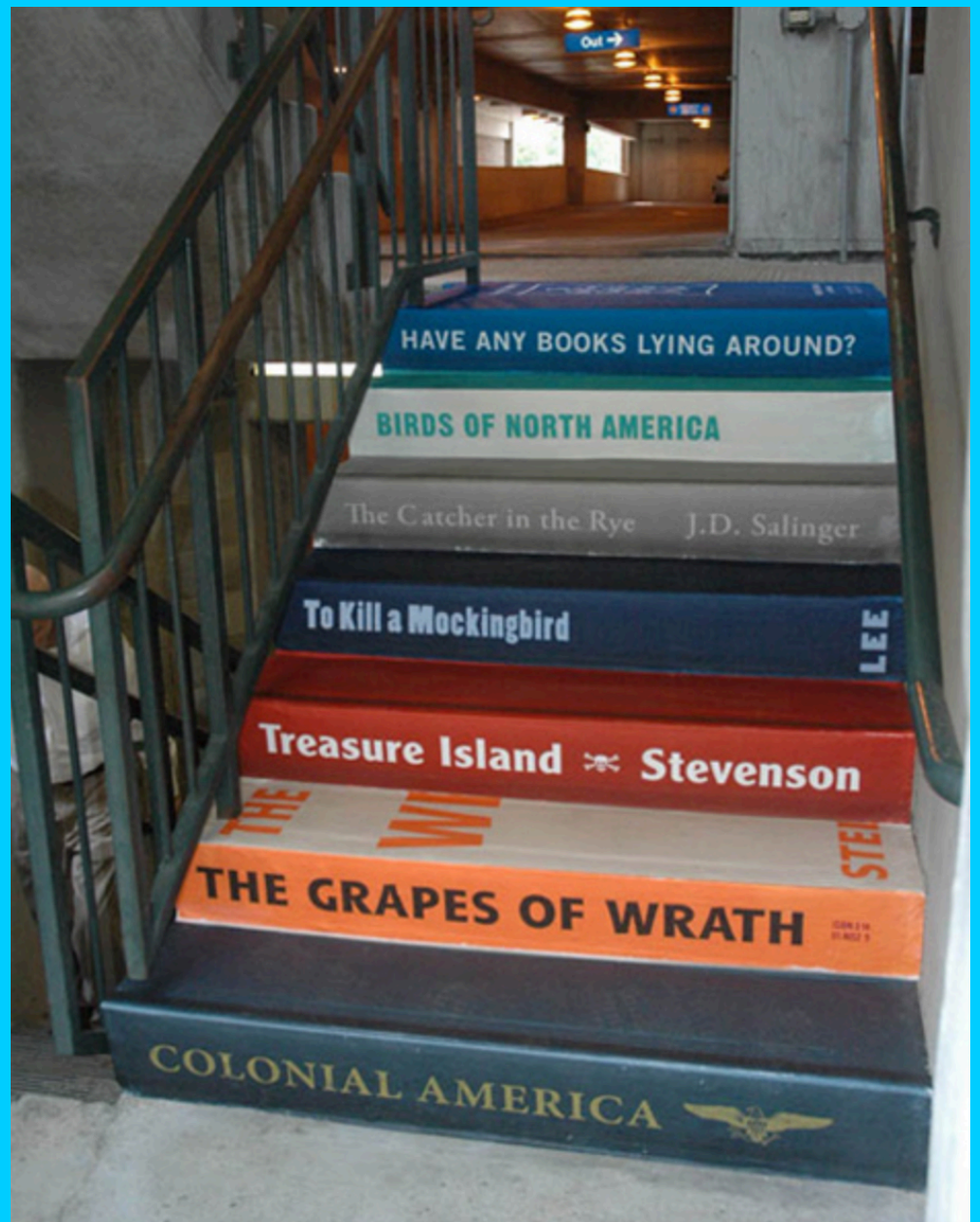
2021

Ambient self-check sheet…

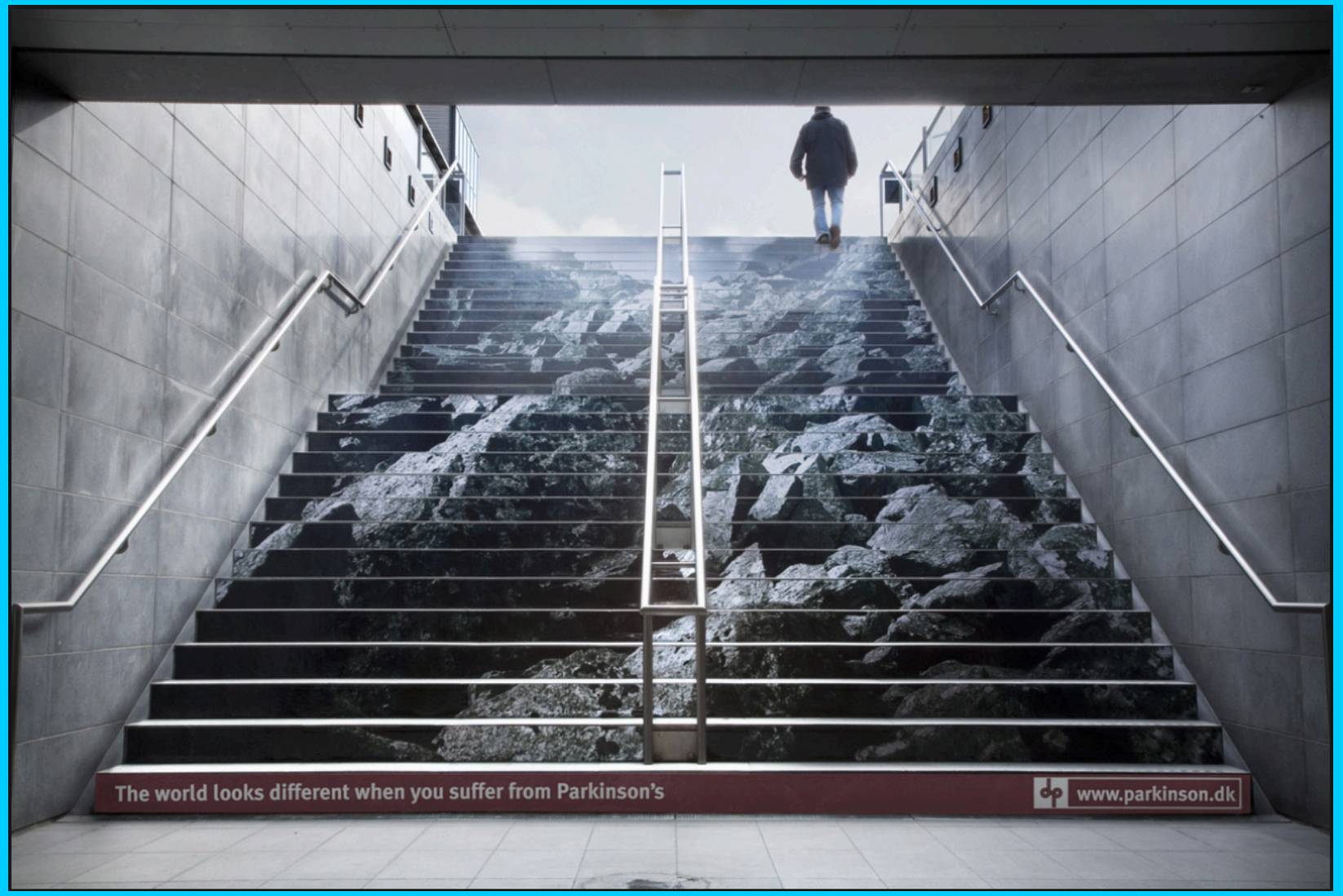
Stairs…


Create space. Organise.

To generate book donations for the Greenville Literacy Association



The world looks different when you suffer from Parkinson’s (Awareness)




Jeep

Handles and Rails…

TYSKIE

STICKERS





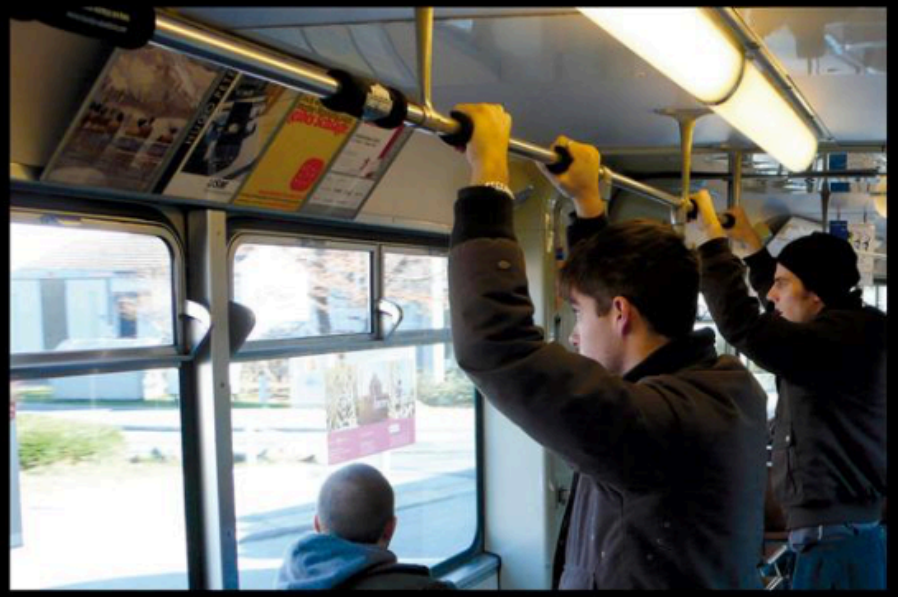


THE IDEA OF THIS AD IS TO PROMOTE TYSKIE BEER AMONG YOUNG PEOPLE IN A MORE INVOLVING WAY. WE INSTALLED "BEER MUGS STICKERS" BEHIND DOOR HANDLES OF RESTAURANTS, PUBS, SHOPS. ETC. WHEN PEOPLE ARE OPENING THE DOOR THEY CAN EASILY IMAGING THEMSELVES DRINKING BEER.

Harley Bike Handles

Motorbike handles were mounted in busses and tramways of public transport to announce the arrival of new Harley models.









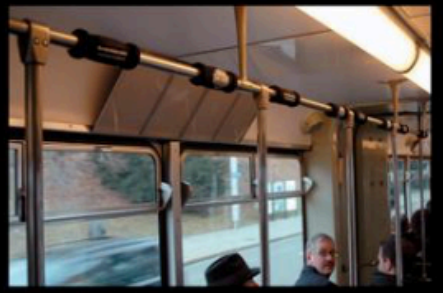




Table Soccer Staircase Ad



Revolving doors…

Joffrey Ballet School 'Ballerina' Revolving Door Advertisement: The clever revolving door advertisement was strategically placed to create a ballerina twirling.



TAEKWONDO 'Roundhouse Kick' revolving door

KUKKIWON
WORLD TAEKWONDO HEADQUARTERS







Background

KUKKIWON, the world headquarters of TAEKWONDO, has always been looking for a fun & easy way to get people interested in TAEKWONDO in their daily lives. In 2009 KUKKIWON started the TAEKWONDO trial program for foreigners at Kyeong-hee Palace, and recieved a very positive responce. Now 2010, KUKKIWON is eager to find other ways to attract people into learning about the TAKWONDO trial program

Solution

We found out that people, especially foreigners, associate TAEKWONDO with Dollyo chagi (Roundhouse kick) & Kyuk-pa (breaking). In order to show these two skills very clearly in everyday life, we came up with an OOH ad on revolving doors by wrapping an image of a TAEKWONDO master smashing multiple pine boards

Result

The ad was executed on several revolving doors at the entrances of huge buildings in areas with a large floating population.
It naturally attracted peoples attention, and we were able to inform people about KUKKIWON's trial program with great success


extremely long brush.
extremely long lashes.
EXIT
lashblast length

Lift doors…

Fiat Punto Elevator Advertisement: Stickers were affixed to elevator doors creating the false impression that the doors were not shutting properly, with objective of introducing the Fiat Punto parking system.



Scared of losing
your hair?
1+4



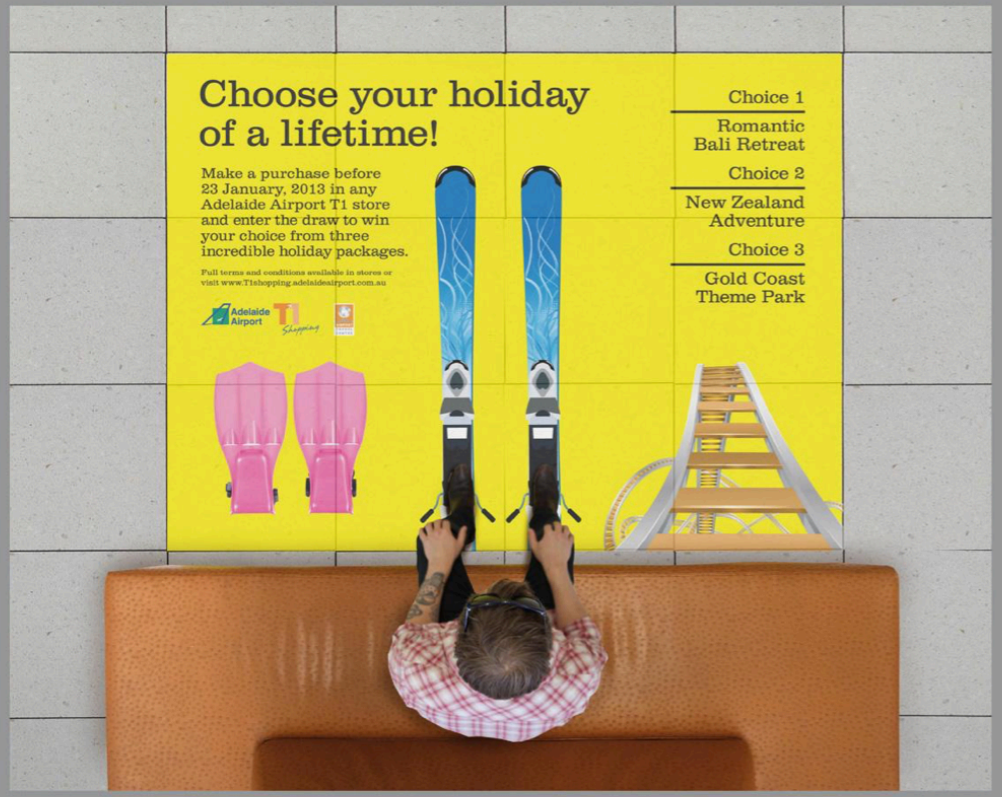
Benches…


Nestlé
KitKa
GUESS

Instant Ski Vacation



More Concept Boards…









The brief

The Adelaide International Airport wants to create something different, engaging visitors and building excitement around the chance to win a trip by spending money with the airport retailers.

Solution

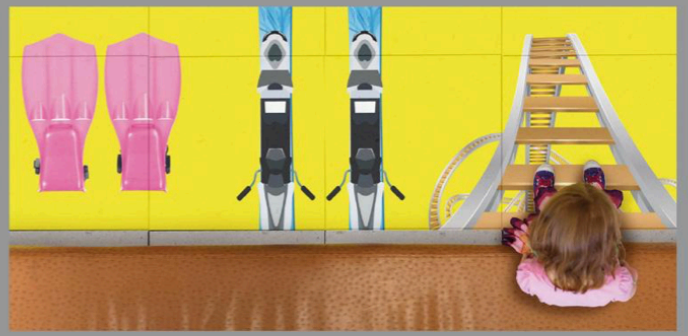
Create not one but three awesome 'holiday of a lifetime' packages that will inspire people from different backgrounds. A romantic Bali retreat, an adventure holiday in New Zealand, a Gold Coast family theme park holiday. Then set about promoting those packages.

Idea

Once the packages were confirmed by a travel agent we set to designing highly visible floor decals relevant to each holiday that would encourage interaction and participation.
From there the entry forms, entry boxes and counter cards all fell into place.

Effect

In comparison to previous retail promotions participation rates soared with a rerun of entry forms ordered after just one week to keep up with the demand.



HELLO, MR. PRESIDENT!

BACKGROUND

May 29, 2006:
A volcanic mud eruption occurred in Porong, Sidoarjo, East Java, sinking over 10,000 houses and public facilities.

May 29, 2010:
Four years after the disaster, the mud-flow victims are still in limbo.

CHALLENGE

Remind the President of the victims' fates, through a peaceful approach.

SOLUTION

An art installation that seemingly transported the current condition in Sidoarjo directly in front of the Presidential Palace.

RESULTS

Within hours, the installation received huge media coverage, and thousands talked about it in twitter. A few days later, the President flew to the Sidoarjo mud-flow site.





"HELP THE VICTIMS OF SIDOARJO MUD-FLOW TO BUILD THEIR LIFE BACK"



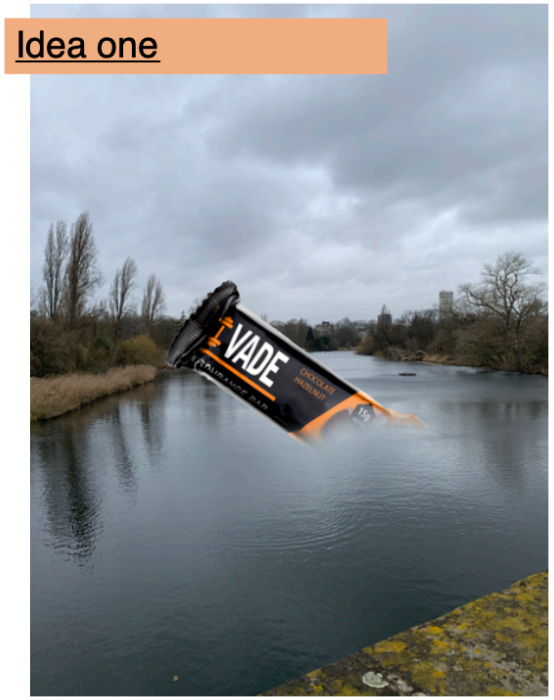
COVERAGE BY VARIOUS MEDIA | NEWSPAPERS & ONLINE MEDIA HEADLINES | TV NEWS | THE PRESIDENT FLEW TO PORONG, SIDOARJO


BIGELOW
ALL NATURAL
ORGANIC
JASMINE

Execution…

Photoshop mock-ups

Idea one







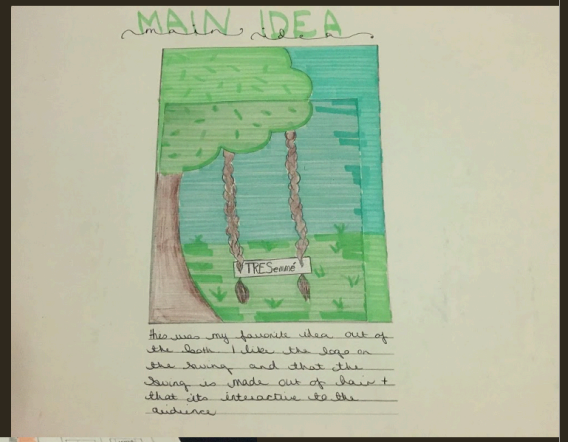


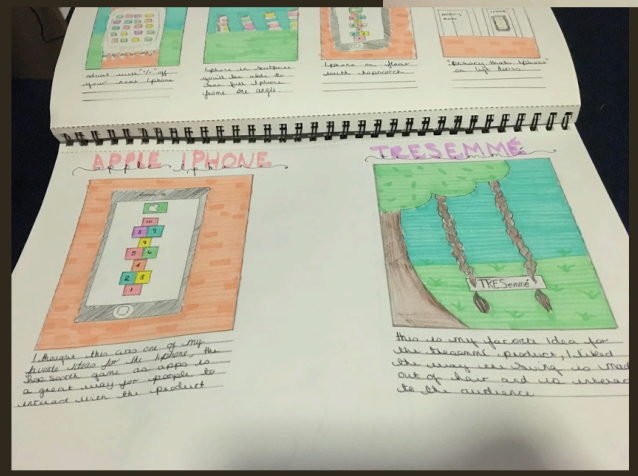
Here are some digital mockups of my ambient advertisement. Instead of using a poster I have decided to use a giant protein bar. The logo is big enough to be visible so there's no need for an explanation. The main idea is to place the bar around London. I chose Hyde park as runners going around the park will notice the bar. They will also be tired and hungry. Seeing the bar will subconsciously effect them. The idea is to takeover London. I like the idea of using the underground and placing bars on signage.

To improve this idea, I will change the company. I will use the iphone and promote the USP linking the advertisement location to the benefits of the product.

Formative – hand drawn or Photoshop mock-up

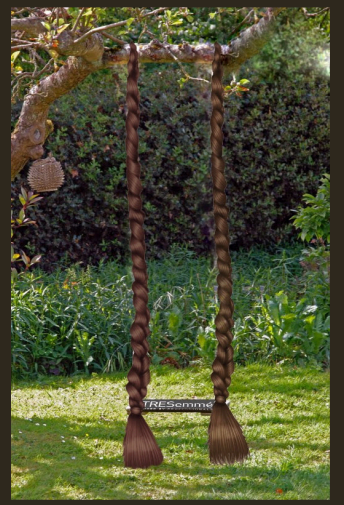
IDEAS





TRESEMME SWING IDEA







Formative Presentation

Your strongest idea as final concept board:

- conveys your idea, (consider relevancy of your ambient medium)
- Photoshop or hand drawn visuals
- include notes or annotations if needed
- storyboard for Viral ad if appropriate

include consumer product research, tangibles/intangibles, needs wants demands,, marketing mix, identify USP, ambient alternative ideas,

suggest collate in PowerPoint (or similar) to present and… final concept board

- Formative deadline: 8th March 9.30am
- Summative deadline: 3rd May