

big idea

- no matter what, we'll support you.
- this topic can touch on not only key events but also important topics in these peoples' lives.

billboard

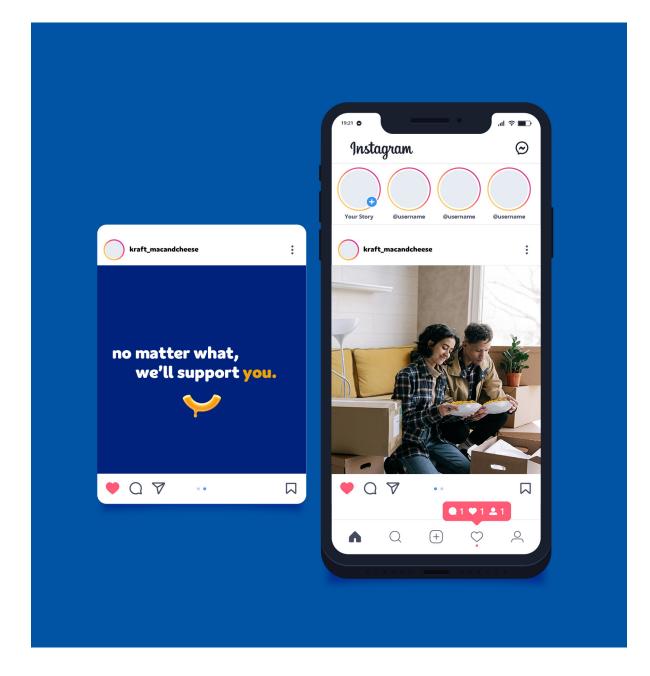




Photo by Pawel Czerwinski on Unsplash

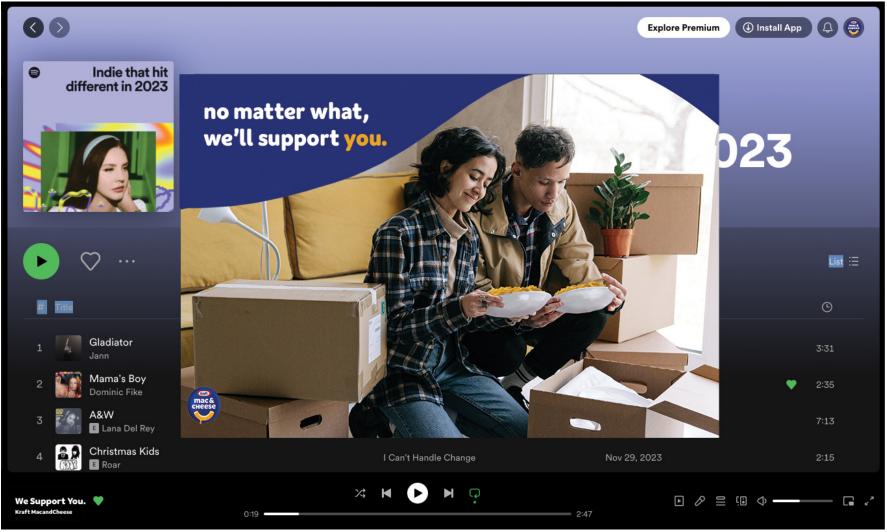
instagram





spotify

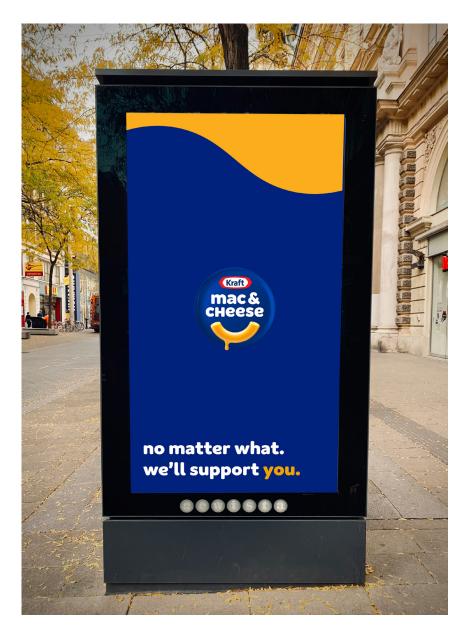




-audio ad featuring we'll support you banner

animated billboard







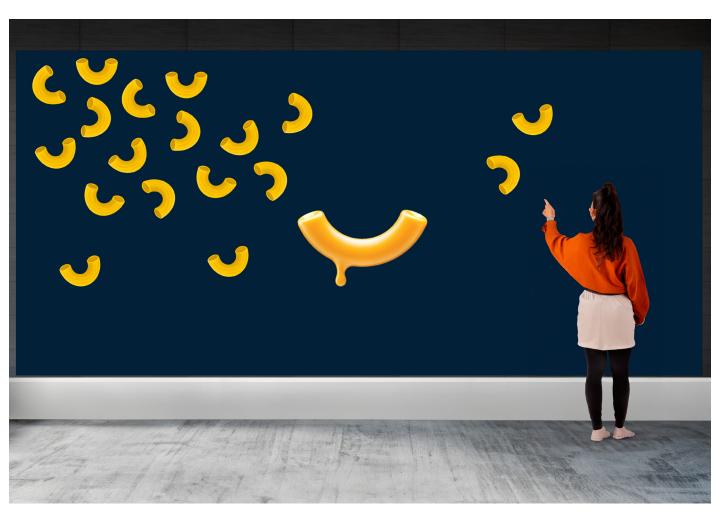
guerrilla pop up





interactive wall monitor

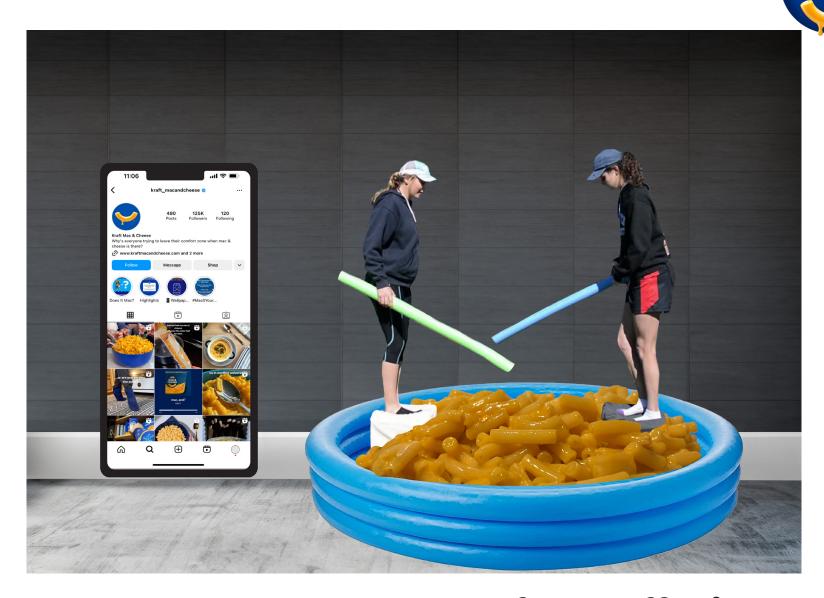




-touchscreen

- can throw the macaroni

interactive iphone display



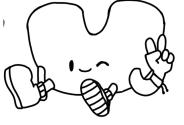
pool noodle jousting

roni the macaroni











- -large blow up decoration
- possibility for plushies

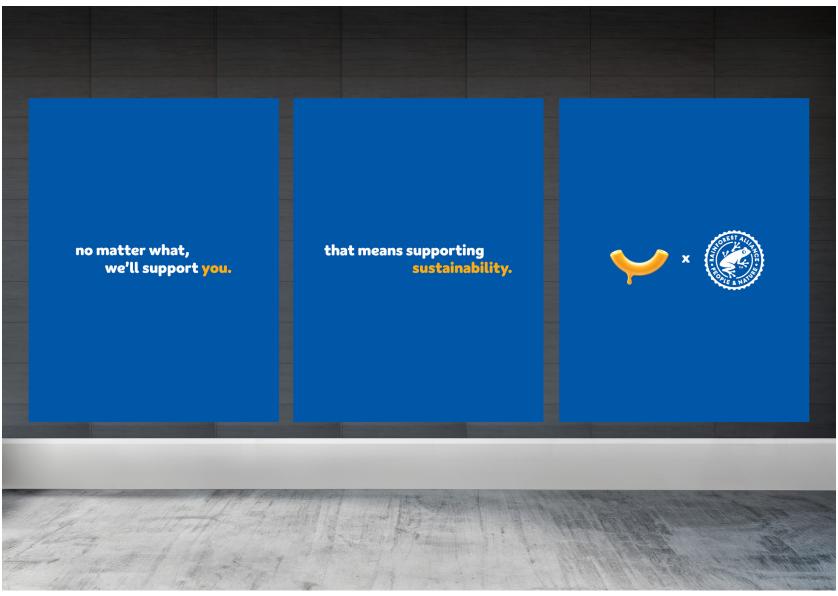
collaboration with rainforest alliance



- The target audience cares about sustainability

banners





animated billboard











