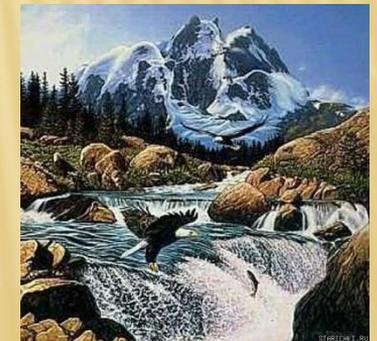
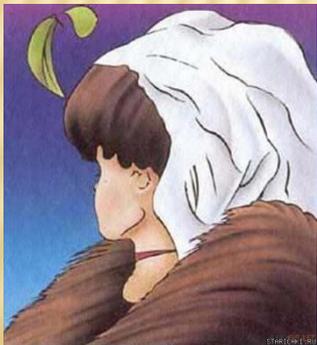


ОПТИЧЕСКИЕ ИЛЛЮЗИИ





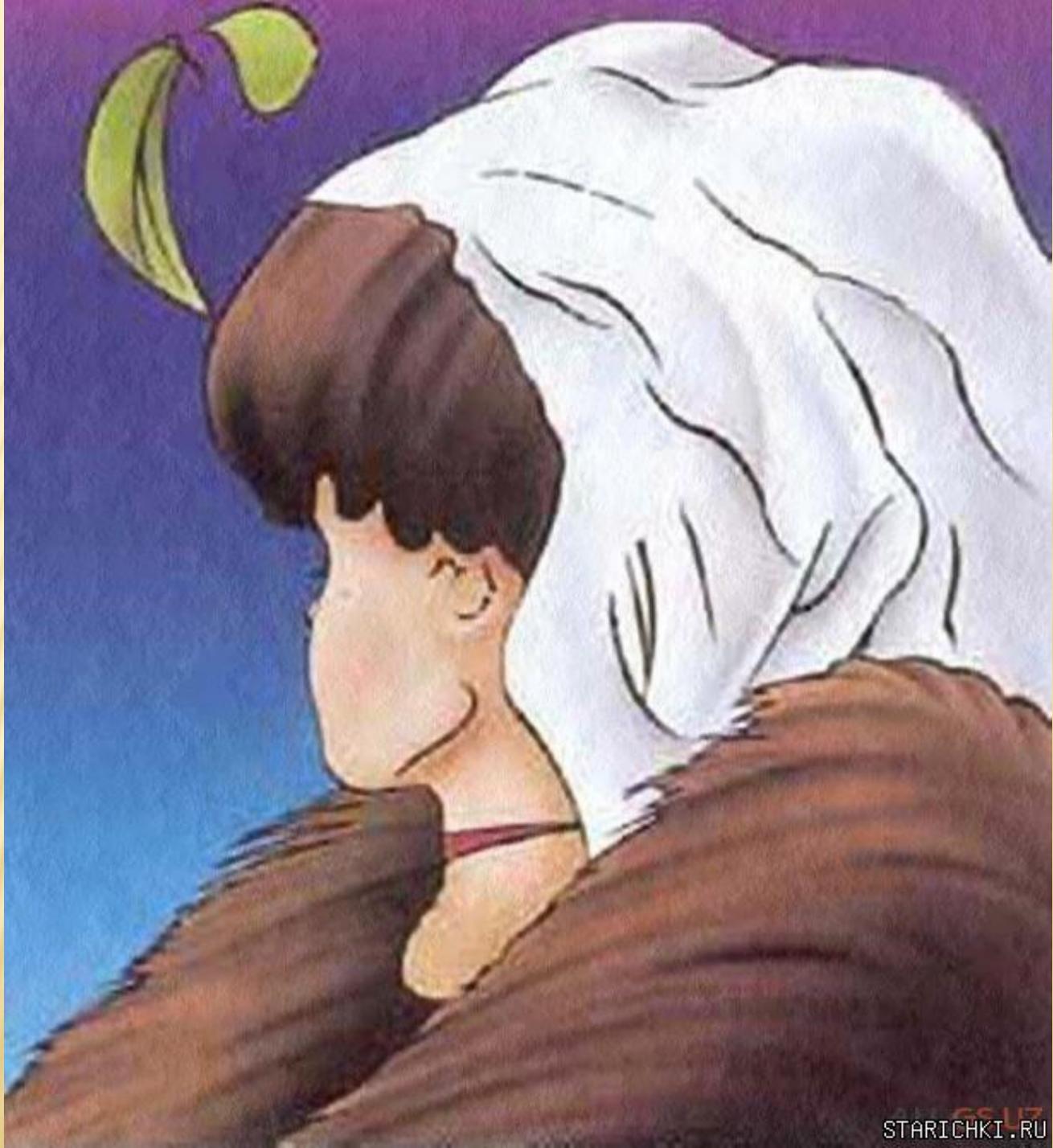


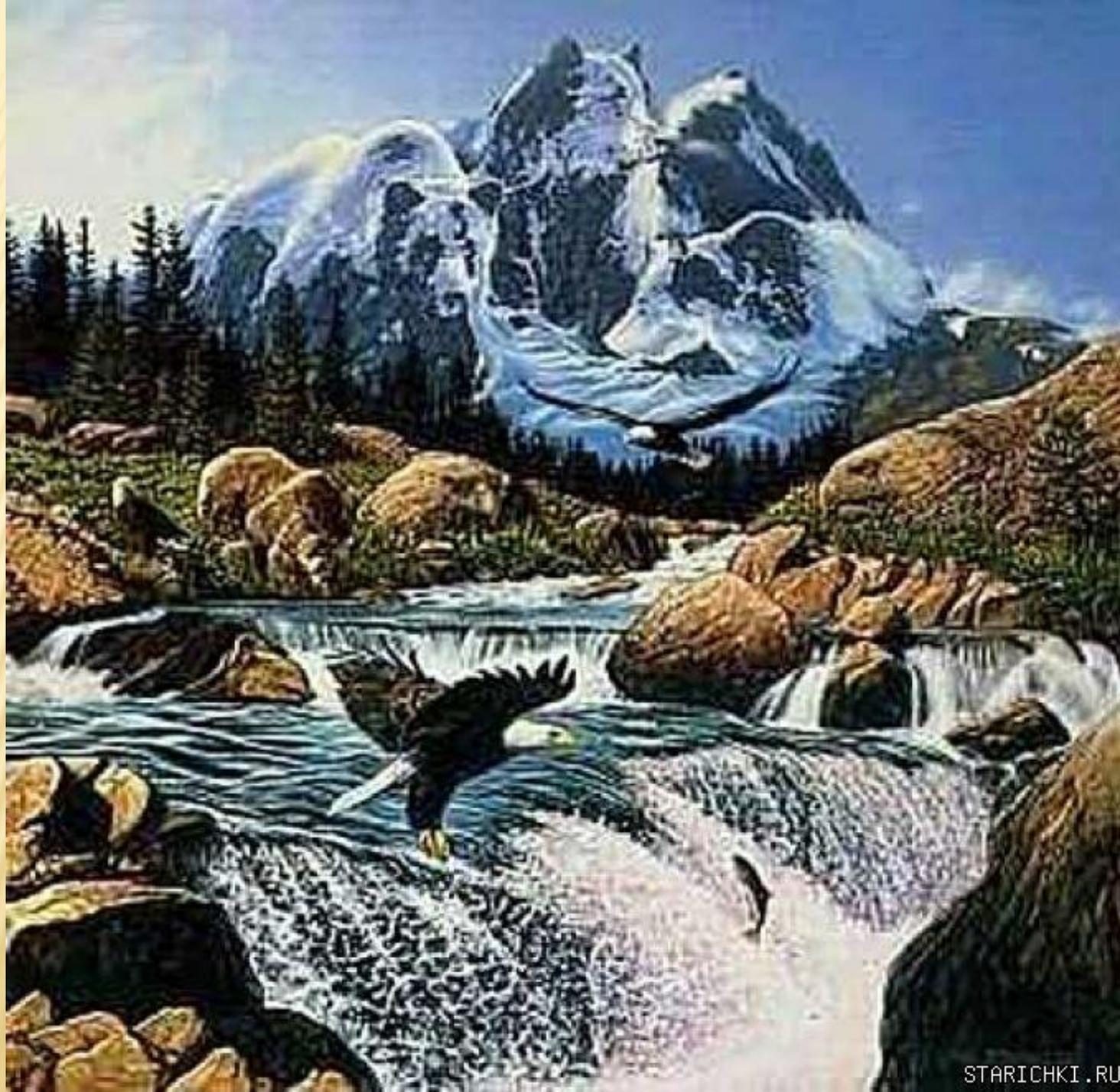




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RIMMEL QUICK DRY NAIL POLISH AMBIENT

To promote Rimmel's Quick Dry nail polish, the brand set up a temporary shop window in a busy city centre. The idea was to create a visual pun on the product's name.

Shoppers who passed by the window were greeted by a large bottle of nail polish hanging from the ceiling. The bottle was tilted so that the nail polish was dripping down the pavement.

The campaign was a success and the brand received several awards for its creative approach.



