

Креативная реклама. Реклама как искусство.

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Реклама в местах общественного питания

Креатив в кинотеатрах

Напольная реклама

Одни из самых уникальных

Наши идеи









06



06

07









MacFries Pedestrian Crossing

During the biggest public festival in Switzerland, the Zurichfest, McDonald's is confronted with heavy competition, even concerning core products like fries. A lot of independent stalls offer fast food. Fortunately the festival is the only time during the year when official street markings, like pedestrian crossings, are taken out of function.

This enabled us to use the crossing in front of one of our restaurants and have it re-styled into a portion of fries.





**Get them off
your dog.**

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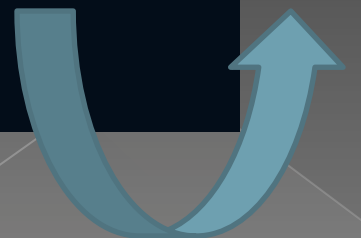








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LG





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