

□ Cool and Creative Advertisment...(Part I) □

นำเสนอเมื่อ : 9 พ.ย. 2552







COPY:

At this moment, your bum is completely exposed. If it were in a sexy pair of jeans, it would attract attention all the time!

Swiss Skydive «Elevator»

Challenge
Swiss Skydive was the biggest skydiving school in Switzerland, but it took the cash to launch a large-scale advertising campaign.

Solution
We shot the floors of the elevators in multi-story buildings with special lenses that gave elevator users the feeling they were in free fall.

Results
Extensive TV and press coverage in regional and nationwide media.









