15 min.
30 min.
45 min.
60 min.
Roland Semprie
PERSONAL TRAINER

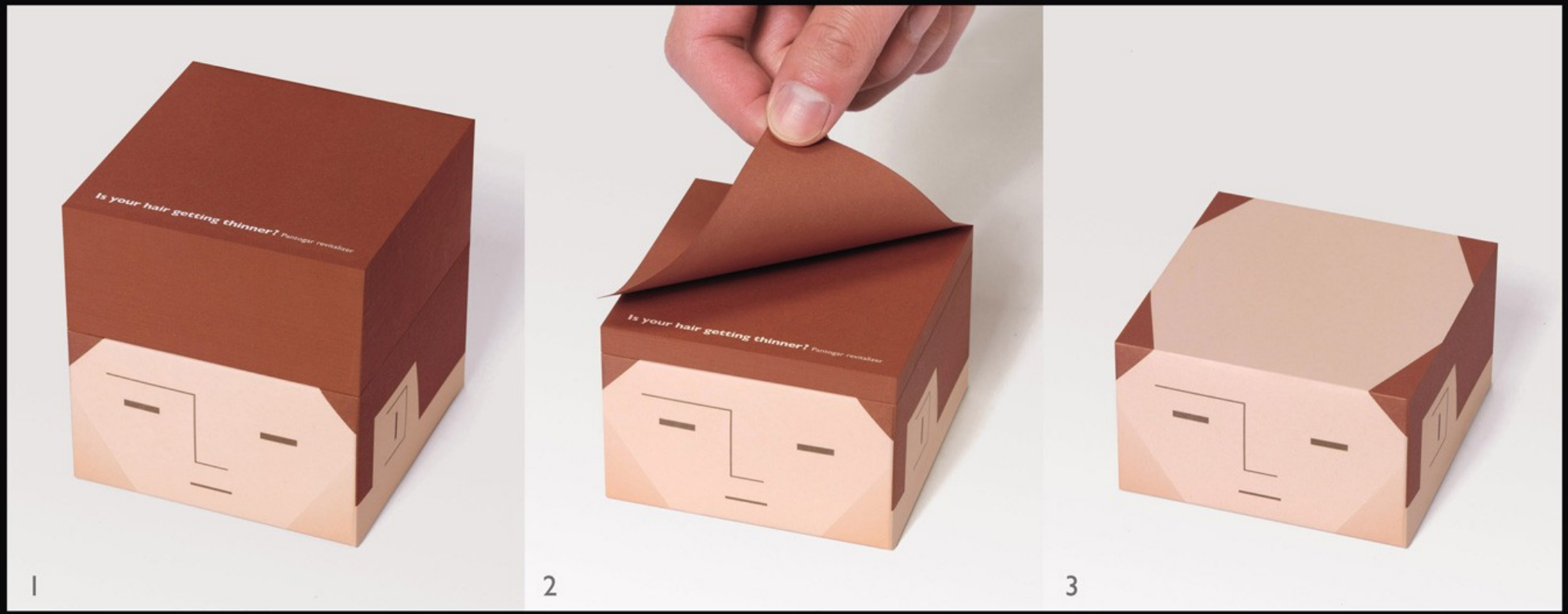
RELLANA HAIR® »WOOLLY HEADS«

THE TASK: A highly cost-effective promotion for Rellana Hair® – a range of fringed yarn – that had the potential to convince wool buyers directly at the various points of sale.

THE IDEA: In order to demonstrate the typical character of the wool at first sight, faces were printed on the labels around the balls of wool as a winter special. The packaging therefore communicated the main use of the yarn: it is perfect for scarves and hats.

THE RESULT: Sales figures and even orders over the web rose in such a way that the promotion was successfully extended for another 6 weeks.

Pantogar - Memo Pad



H/L : **Is your hair getting thinner?** Pantogar revitalizer

The Idea

Losing hair gradually is a problem people tend to neglect. A specially designed memo pad is made to engage people with the problem of hair loss. As users tear off memo sheets every day, the illustrated person's "hair" becomes thinner and thinner, alerting them of possible hair loss. We then remind them to face the problem before it is too late and that Pantogar revitalizer is the best solution.

The business card was stamped using lemon juice as ink, however the only visible copy on the card is 'grill me'.

After grilling the card against fire, the scientific effect between heat and lemon juice will cause the stamped message to appear. The message is the name and contact detail of a steak restaurant called BKK grill.

BROKEN BUSINESS CARD BREAKS CLUTTER

CHALLENGE

KARATE CAME TO INDONESIA IN 1964. TODAY THE FEDERASI OLAHRAGA KARATE-DO INDONESIA (FORKI) AND (INKADO) INCLUDE A STAGGERING NUMBER OF DOJOS AND SENSEIS. GIVEN THEIR LIMITED RESOURCES, OUR CLIENT WAS FINDING IT IMPOSSIBLE TO STAND APART.

STRATEGY

THEIR CALLING CARD - A BUSINESS CARD THAT HAS JUST SUFFERED A KILLER KARATE CHOP, TURNED OUT TO BE THE SIMPLEST, MOST EFFECTIVE SOLUTION.

RESULT

THE AMUSING AND UNIQUE BUSINESS CARD SMASHED THROUGH THE COMPETITION AND SERVED AS AN EFFECTIVE, DIRECT PIECE OF ADVERTISING THAT LITERALLY HELPED BREAK CLUTTER IN THE CROWDED ARENA.

ELMSTA 3000 HORROR FEST.

An invitation for a Swedish horror film festival. This pillow was sent out to the members of the festival. Time and date was printed on the tag.

Media people get all the free things. So a yummy cake turning up for them for morning tea wasn't that unusual. But when they started to cut slices, they hit something rather hard. To promote the return of the popular TV3 show Prison Break. we had hidden a file within the cake. Once the file was removed, they were left with a simple message "Prison Break returns 19th Nov TV3".

Cible : pros des médias

Une bonne conversation débute avec un café Douwe Egberts

DECORATION STARTS WITH COLOR

Coral, with the objective of promoting its premium decoration line, distributed colored light bulbs which when lit and pointed towards a white wall revealed how much a different color can make environments better looking. 2000 lights in total were produced and delivered to consumers who can now **experiment with other colores in their house in a simple and fun manner.** Then it's just paint with the corresponding Coral paint.

Fabricant de peinture

5316 Live Oak
6015 Bryan Parkway
6318 Bryan Parkway
6220 Worth Street

All it takes is a small crack for a cockroach to enter your home.
TERMINIX
Power over pests.

Double overhand knot

Granny knot

Lariat loop

Sheet bend double

Double carrick bend

Surgeon's knot

Sheepshank

Bowline

Hangman's knot

Sheet bend

Figure eight double

Square knot

Running knot

Tiller's hitch

Figure eight knot

Do knot forget:
Bluetooth® comes with every new Ford model.

Feel the difference

Ford

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35% off
all vegetables
3 CHANCHITOS
MULTIMARKET

Dans l'époque à la fois écolo et hygiéniste

APN
LAW & ORDER
WEDNESDAY 8:30PM
3

Hall de la gare de Vienne

THIS COULD HAVE BEEN
AN AD FOR SEXY LINGERIE.
BUT WE BOUGHT THE AD-SPACE FIRST.
FERNET-BRANCA
LIFE IS BITTER

INUNDAÇÃO DO TÚNEL DO METRÔ.

Para divulgar o lançamento do filme 2012,
o túnel que dá acesso ao metrô
na entrada da estação Cantagalo,
foi adesivado para dar impressão que
uma inundação está para acontecer.

Some of the 6,000 celebrity cut-outs affixed to the display

The longest billboard in Israel measuring 140 x 5 meters – transformed into a giant magnetic display

People were invited to 'take the stars home' with them

TAKE THE STARS HOME WITH YOU

BACKGROUND

To maintain its leadership in an aggressive marketplace, the HOT cable TV network decided recently to increase its programme acquisition, adding more award-winning shows to its portfolio

BRIEF

Position HOT as the network with the best shows and the hottest stars to offer its customers

EXECUTION

As part of a 360 campaign entitled 'At home with the stars', BBR Saatchi & Saatchi Tel Aviv created a 140 meter long magnetic billboard, onto which it attached over 6,000 cut-outs of entertainment celebrities that the public was invited to peel off and take home with them

RESULTS

The entire display was stripped bare within 2 hours of launch, and was consequently restocked several times. The event became an instant hit and was picked up by leading media channels, including live coverage on breakfast TV.

HOT

Touareg. The luxury off-road.

Das Auto.