

Innovations and trends in advertising

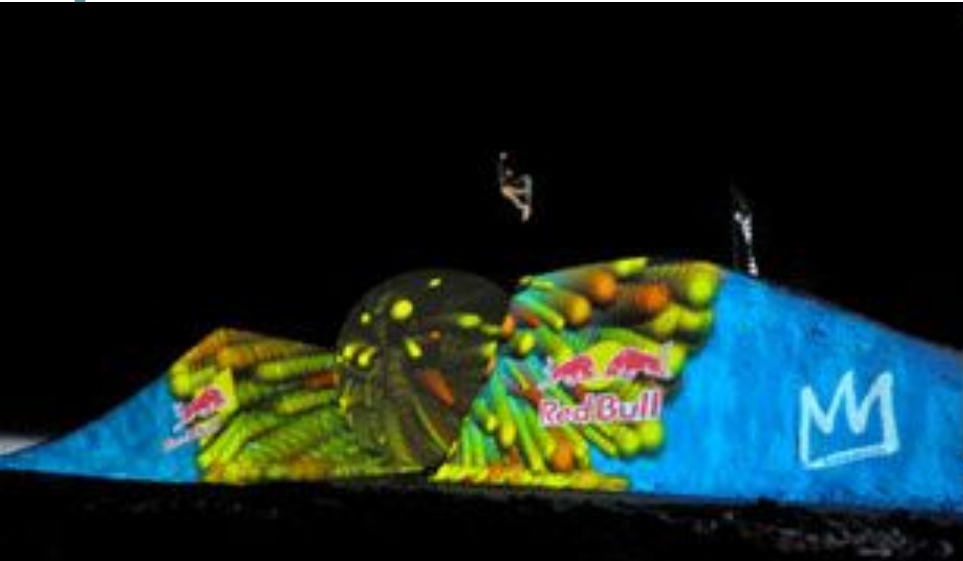
***И.Г. Гирина
Г.Зарипова, 2041***

3D-mapping

- - a technology that allows you to project images on a variety of uneven surfaces.



3D Show



3D- billboards



Interactive billboards



interactive billboard-game



QR-codes

- **QR Code (Quick Response Code)** is the trademark for a type of matrix barcode (or two-dimensional code) first designed for the automotive industry.



The LEGO Codes



QR Codes made of real LEGO bricks!

THE BRIEFING

myToys.de is Germany's largest online toy store. The task was to advertise LEGO, one of the company's leading products.

THE SOLUTION

An interactive outdoor promotion as playful as LEGO itself! Therefore, we utilized QR Codes that can encrypt all kinds of information. They are usually printed in black and white. But the codes we created were different: Three-dimensional, colourful and built by hand, using real LEGO bricks! The decoding in the cell phone's display suggested one of many imaginative possibilities that could be built with the LEGO bricks used in the code. With an included web-link, the corresponding brick box could be ordered online from myToys.de.

THE RESULTS

Online tracking showed, that 49% of all visitors at the LEGO sites from myToys.de were achieved through our campaign. Compared to the non-advertised LEGO products from myToys, the brick boxes were sold twice as much.



Decode

A sea serpent that attacks a pirate ship. Or whatever you can imagine! Get the LEGO bricks now at www.mytoys.de/box2



Decode

A wizard in front of a princess castle. Or whatever you can imagine! Get the LEGO bricks now at www.mytoys.de/box4



Decode

A spaceship hovering above an alien colony. Or whatever you can imagine! Get the LEGO bricks now at www.mytoys.de/box3



See a LEGO Code...



take a picture...



get the decoding on the cell phone...



and order a LEGO brick box.

GET IT UNCENSORED



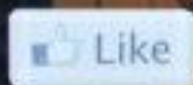
Calvin Klein Jeans **X**

Virus commercials in social media



The technology «Likify»

- It was developed by agency Boondoggle Lifelabs
- You can place the button «Like» with the QR-code on any product.
- You can click "Like" by pressing the button with a smart recognition software QR-codes.



JOIN THE CHALLENGE
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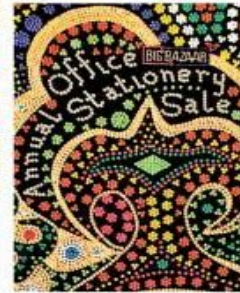


Facepark

«Smart is digital. Be stupid»



Hand made ad







The Challenge. Consumers didn't believe that Lay's Kettle Cooked chips were made with traditional, artisan cooking methods. **The Strategy.** Demonstrate just how "hand-crafted" our Kettle Cooked chips are.

The Solution. Over a period of ten days, we hand-carved a billboard made of wood to demonstrate how much care we put into Lay's Kettle Cooked Chips.

Optical illusions



Trial re-branding

