

OUTDOOR BILLBOARDS

February 2009

This selection of outdoor billboards demonstrates that great creativity can flow from the highway of small town to the blogosphere, where it can generate millions of additional views, thus leading to incredible...



Bus Top Billboards

Marketers aren't willing to waste any potential ad space these days. We've covered the advantages of mobile billboards before, but this bus, which I saw from the 15th floor of Toronto high-rise.



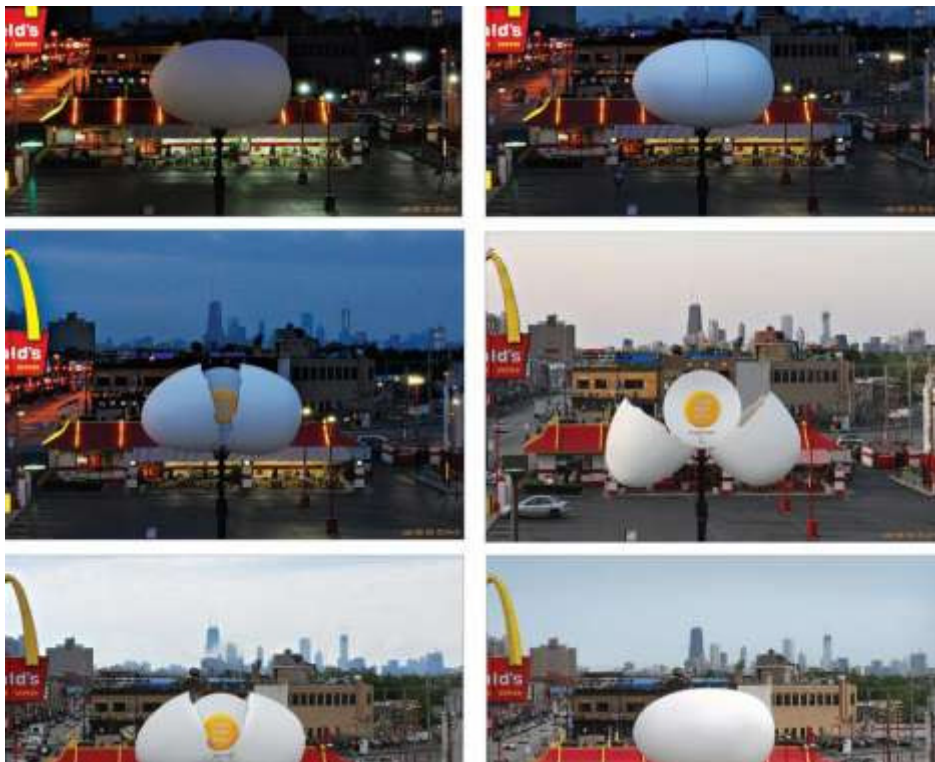
Photos Made of Real Grass

In celebration of the partnership between HSBC Bank and the Wimbledon tennis tournament, JWT London created this amazing “grass photographs” billboard using an innovative grass-growing process.



Billboards That Hatch

Following their awesome Fresh Salads billboard that was made out of real lettuce, McDonald's continue to roll out unique outdoor ads like a giant egg that hatches each day.



Chocolate Billboards

This massive Cadbury billboard looks great. It is also very effective as it made me stop dead in my tracks and have another look. The giant chocolate bar is just another example of the new era of billboards.



Abseiling Pilots

Air New Zealand has utilized a novel advertising approach: Involve your staff in the action.



Floating Billboards

Traditional hot air balloons are already brightly colored, but it is the crazy hot air balloons that I really love. They come in all shapes and sizes--literally.



Interactive Pet Advertisements

Created by Kara Grey of the Tequila Advertising Agency in New Zealand, this innovative billboard for Pedigree pet foods allows people to play with a virtual puppy while they are waiting for their bus.



Animated Bus Stop Billboards

The ever creative marketers at McDonald's are back with yet another cool ad. This time, DDB New Zealand came up with bus-stop posters printed using lenticular technology to create an animation of a yawning.



Clairvoyant Billboards

As Cloribus explains, "In an ABSOLUT world, lottery billboards show you the winning numbers for tomorrow's drawing, not yesterday's." Absolut has done just that with their latest marketing scheme.



3-D Breadvertising

The latest 3-D billboard for Floralp butter showcases the power of a giant piece of crusty French bread with premium butter. The 3-D Floralp butter billboard, produced by Spillmann/Felser/Leo.



Macho Billboards

Just in time for the hectic last-minute shopping gift crush are these macho billboards for Lamb's rum. With the tagline "Your holiday spirit," the three billboards each channel a man's inner lumberjack.



Swimming Over Skylines

Afraid of heights? Steer clear of this swimming pool then. It is actually an underwater billboard display created for HSBC. The Indian ad agency, Ogilvy & Mather Mumbai took an aerial photo of New York.



Road Signs of Joy

If you're a Scandinavian, you have to love Ikea. Sometimes it is a bit of an anti-relationship, as you grew up looking at Ikea shelving units and sleeping in an Ikea bed every night.



