

TESTIMONIAL Battleship



Bringing a 3D aspect to the advertisements.

The boards were executed with 4' extensions across the top, as well as embossed visuals and lettering that jutted out an entire foot from the surface of the board, bringing a 3D aspect to the advertisements.

Audience

Adults 18-36

Media Mix

Static billboards
Transit shelters
Bus wraps

Market

Los Angeles

Objective

Produce an innovative outdoor advertising campaign sure to catch the attention of passersby.

Rationale

Hasbro utilized out-of-home in a game-changing move to drive ticket sales and create excitement about the release of the blockbuster Battleship.