

TESTIMONIAL ParaNorman



“Backlit material reveal the movie’s bad guys creeping up on Norman”

After the sun goes down, lite tape and backlit material reveal the movie’s bad guys creeping up on Norman and his friends, giving the campaign an exciting new dimension at night. Spectators could not miss this creative out-of-home campaign that offered-up something for just about everyone — no matter the time of day!

Audience

Adults 18-36

Media Mix

Static boards
Tall walls
Bus wraps

Market

Los Angeles

Objective

To promote the animated feature ParaNorman with every out-of-home media format known to (Nor)man.

Rationale

From tall walls to bus advertisements, you can’t go far without catching sight of the fantastically creepy campaign.