

13 Brilliant Outdoor Ads That Dazzled in 2015

Written by Bob Snyder
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Adweek made a list of 2015's best out-of-home creative work. They collected 13 campaigns that used a real-world setting to great effect, "giving extra dimension to the brands (or the causes) they promoted."

You can see them all using the link below, but here are a couple of our favorites.

During Russia's embargo on food imports from the European Union in retaliation for sanctions over Ukraine, one Italian grocery store (Don Giulio Salumeria) kept selling real Italian food. They promoted their business with outdoor ads that could recognize police uniforms and hide whenever officers came over for a look. Hilarious reactions...

Knowing how angry its viewers were about potholes, a Panamanian TV station came up with a perfect way of complaining with help from P4 Ogilvy & Mather. They put special devices in the potholes that would automatically tweet nasty messages to the public works department whenever a car drove over one.

Go [Adweek's List of 2015's Top DooH Campaigns](#)

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Others to note:

- For JetBlue, agency Mullen Lowe crafted a campaign urging New Yorkers to steal 181 bus-shelter ads across the five boroughs and redeem them for free flights and swag...
- Millennium FX and Taylor Herring promoted a Sky Atlantic TV crime drama called Fortitude (set in a small Arctic town) by creating an incredibly real-looking animatronic polar bear and letting it loose to roam around London...
- Cossette Vancouver cooked up a digital McDonald's sunrise billboard for the Egg McMuffin, which rises into view just like the sun in the morning...
- Cancer Research U.K. says the British are failing to see the first signs of cancer. And no wonder: They don't even notice the growing lump in a busy road from AMV BBDO...
- Publicis London's outdoor campaign for the homelessness charity Depaul managed to tell two different stories with the same copy. The ads were placed on corners, with text on each side. If you read only the left side, the ads argued against giving up a spare room to a homeless youth. But read in full, the message was the opposite.
- An ad agency built an incredible 2000-pound machine (900KG) for a fashion retailer that re-created people's Instagram photos using 6400 spools of thread.

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