

It's notta what it seems



Notta, National Brands' new snack bar brand, launched with an outdoor campaign by Wideopen Platform, Primedia Unlimited's outdoor advertising arm. Specifically designed to place the brand at the forefront of Johannesburg's inner city, Wideopen made creative use of the urban environment and the cityscape to create a 3D illusion.



Wideopen Platform ensured that the exterior areas of the banners were printed in precisely the same colour as the two building facades they were placed onto, on Bree and Jorissen Streets in Joburg.

The printed 'bricks' on the creative execution were lined up with the bricks on the actual buildings. The centre of the advert, created by Guru Advertising, generates a 3D morphing effect resulting in a pack shot of the product, which appears to be emerging from the wall.

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