Filth reveals cleaner air message on billboard

As the newly erected Mercedes billboard at OR Tambo International Airport in Johannesburg is exposed to daily passing pollution, so does its message become clearer in an outdoor campaign highlighting Mercedes-Benz's "leading-edge" vehicle technology, BlueEFFICIENCY. The plain white board eventually reveals the message "If more cars had BlueEFFICIENCY, you wouldn't be able to read this." The Net#work BBDO creative team responsible includes art director Warwick Rautenbach and copywriter Liam Olding.

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