

Out of Home on Fire

The stove is the number one cause of fires in Canadian apartments. To sensitize people in Toronto to this type of accident, the agency Publicis launched a campaign that draws heavily on the strengths of the Out of Home medium: posters mounted on tarpaulins – which simulate facades – are sent up in flames. The fire also consumes windows, which are also printed on the tarps. Another motif simulates a fire in a poster frame at a bus stop.

Documents

media report (english)

Details

Year:	2019
Product:	Fire happens fast
Industry:	Energy
Customer:	City of Toronto
Origin:	International
Categories:	Use of Media Special Effects Special Builds
Implementations:	Optical illusion
Agency:	Publicis
Standard Formats:	ePanel MegaPoster

