



CLIN "KNOCKED OUT FLY"

Headline: Dangerously clean glass.

Claim: Clin. Unbeliavable glaze, no smudge.

Solution: To make the point Clin leaves glass perfectly clean, we installed CLV in Prague metro, that has no poster. We have just used the glass of CLV. And to dramatize the point of cleanliness, we designed the hole on the glass. Beneath the hole, inside the glass, there was a fly. The fly that was so misled by the clean glass, that bumped throw the glass and stayed inside the vitrine.

Also, the product was not just printed on CLV as a usual packshot, it was real and placed inside the vitrine.



Čistota je krásná. Nebezpečně krásná.

