

# Creative Advertisements Around The World



An advertisement by Jung von Matt/Alster for watchmaker IWC. Bus straps have been fashioned from images of IWC's Big Pilot's Watch to allow bus travellers near the airport to try before they buy at Berlin, Germany. 15 more advertisements after the jump.

A print of a cup of Folgers coffee was placed on top of manhole covers in New York City, USA. Holes on the print allows the steam to come out. Wordings around the cup reads 'Hey, City That Never Sleeps. Wake up.' from Folgers.





An innovative idea on a large billboard in Amsterdam, Netherlands. It really makes you want that 'Heineken'.



This is a great advertisement campaign at Unicenter Shopping Mall in Buenos Aires , Argentina for Valentine's Day. It magnifies the romantic ambience with a simple idea.



Life-size stickers of people were stuck on automatic sliding doors at a mall in Mumbai , India. When someone approaches the doors move apart and it feels like the people on the door are moving away. The person enters to find the message 'People Move Away When You Have Body Odour'.



A sticker has been placed on the high voltage box depicting that Duracell's batteries were used. Cool advertisement found in Malaysia.



An ambient exercise to promote Eatalica burgers. A 'Caution Wet Floor' board was placed near an Eatalica burger signboard. The copy on the board reads 'Oogling at the burger may involuntarily cause drooling which may in turn lead to a wet floor. Issued for your safety by the management of Eatalica restaurant'. Eatalica is an American-Italian Food Joint in Chennai, India.



A life size sticker for the horror movie 'The Maid' in Singapore placed near the toilet round the corner. The kind of advertisement that makes you pee in your pants.



A giant mirror was built that allowed passersby to stop and look at themselves wearing Individual clothes at a shopping mall in Tokyo, Japan



An advertisement for a job recruiting company in Berlin, Germany. Depicting people working in the vending machines, ATMs, it delivers the message that 'Life is too short for the wrong job'.



Stickers were placed in selected car park locations and car workshops where the product is sold in Malaysia . It delivers the message that M-Tech Plasma HID Lights are 300% brighter than regular headlights. The burn effect sticker from the headlights really leaves an impression.



This controversial idea was done in Dubai by Sandeep Fernandes and Husen Baba Khan for the male deodorant, Axe. The mouse pad that every guy needs.



This is an advertisement found in Vancouver during the National Non-Smoking Week. The car was placed at the Vancouver Art Gallery and the message reads 'Death from car accidents: 370, Death from smoking-related causes: 6,027, Quit now before it kills you.'



Life size images were stuck on glass doors at shops, airports in South Africa for the advertisement of glass and window cleaner I.C.U. The expression on the face is priceless.



A very cost-effective advertisement in Hong Kong for a yoga school. It showcases the prowess of a yoga practitioner on the flexible stems of drink straws. A surge of enquiries and enrollment went after up this promotional stunt.



This is a creative ad by Mini Cooper placed at the Zurich, Switzerland train station. It gives the perception that the Mini Cooper has a large space.