

A WINTERS TALE

It's cold outside; it's wintertime and we're in the thick of it. So grab a steaming cup of coffee or hot chocolate while we take a few minutes to entertain you with the brilliance of what we generally refer to as ambient, guerrilla, experiential or alternative media

AMBIENT MEDIA takes consumers by surprise, it makes an indelible impression and pops up where and when people least expect it, but enough about the theory. Like a Sergio Aguero strike in the dying minutes of extra time, most often, great ambient media does its 'talking on the pitch' through its execution.

Unicef is a global brand – they administer programmes to aid education, child, and maternal health in developing countries. Unicef don't mess around, think Angelina Jolie, think Barcelona Football Club, their ad campaigns are always ambitious. Unicef took a very ordinary object – a water vending machine, and made it startling by filling it with bottles of disease – laden H₂O to enlighten New Yorkers about how something we take for granted is not such a luxury in the developing world.

While stopping passersby in their tracks the vending machines product mix included malaria, cholera and typhoid-flavoured 'Dirty Water'. The Unicef staffers certainly got the message across that \$1 is enough to ensure a child gets access to clean water for 40 days. It was an ingenious way to convey an issue, confronting those that live a life of luxury, with stark realities from other parts of the world.

Libresse (or Bodyform as it's branded in English countries) recently dropped more than 3 000 gift packs of tampons on Dutch beaches, with the feminine hygiene products falling out of the sky attached to mini pink parachutes. The logic behind the drop was in response to research suggesting that some woman still avoid the beach during their period. The general consensus is that this may be outdated research, but the real success of



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shown, the creative team at FoxP2 conceptualised an alternative implementation to represent how the lack of proper preservation of a crime scene can destroy valuable evidence and the chance of a conviction.

The campaign implementation consisted of a large (8m x 6m) sand box filled with tiny stones of various colours depicting

a mug shot of a convict. The box was placed in the busy open hall area of the Cape Town Metrorail station. Commuters are encouraged to walk over the box,

thus blurring the mug shot and making it increasingly difficult to see the convicts' face. The idea gets the public involved in demonstrating how disturbing a crime scene can prevent criminals from being identified. Commuters walking over the box and disturbing the image

the campaign was making a fun spectacle out of what society suggests we should keep under wraps. I can see little pink parachutes bombarding Umhlanga, Plett and Camps Bay this summer.... I think there's a song in there somewhere.

In conclusion, I'd like to turn our attention to a really smart local idea, which was implemented on the day that I wrote this. I know the client personally, she has dedicated her legal career, *pro-bono* and founded this initiative, so what a pleasure it is to celebrate 'The DNA project'.

The DNA project's mission this year is to raise crime scene awareness and highlight the importance of preserving DNA evidence. To support the message of the TV ad recently

will be captured using time-lapse video, and edited into a viral that will be played at high speed in less than one minute and used in a viral campaign over the social media network to spread awareness.



Dave McKenzie moved swiftly from his roots in magazine and online publishing into out-of-home, when he pioneered mall advertising in SA. Today, his business has grown to also include the rights to multiple alternative media channels in the out-of-home (OOH) sector.