

# More Creative and/or Creepy Advertising

# Glow in the Dark



This is the original ad printed with fluorescent ink, which glows in the dark. With the lights on, you see the ad like this. When the lights are off, a new image will appear.

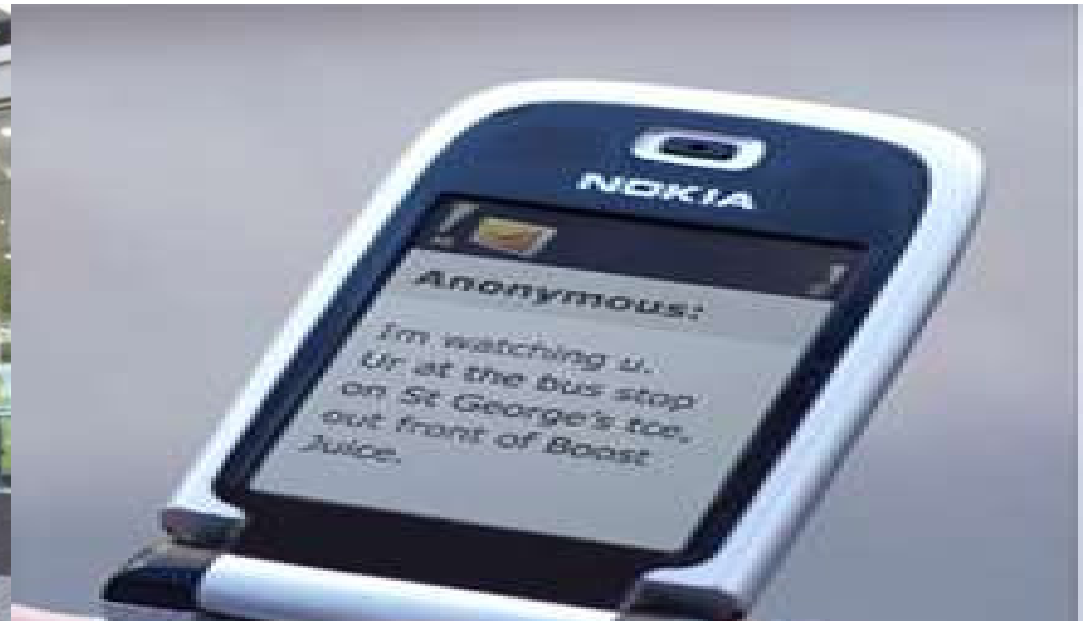


This is a simulation of how the ad is with the lights off. The glowing ink printed on the ad shines in the dark, showing this message.



Weirdest Clip Ever:  
What's the product?





**Message 2 (received 30-40 seconds later)**

## Anonymous Text





Garbage as Seafood



Text = Preserve Your World, Preserve Yourself

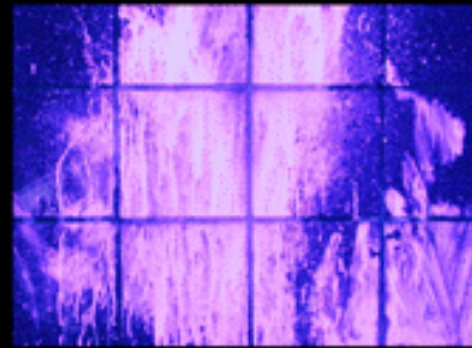




## Interactive room installation "Blood Bath"

To promote the exclusive thrillers and horror films on 13TH STREET, the toilet of a nightclub in Hamburg was specially prepared. Just after entering the room, the light suddenly goes out and the room is bathed in black light. And now a bloody crime scene becomes visible on the floor and walls:

"See what others don't see. 13TH STREET. The Action and Suspense Channel."



**HYCOMED**

**THE AGONY OF BREAKTHROUGH CANCER PAIN...**

Breakthrough cancer pain isn't like many types of pain. It's a surge of searing pain that breaks through otherwise steady cancer therapies.

A typical breakthrough cancer pain episode peaks within minutes, lasts 30 minutes or longer<sup>1</sup> and usually is not treated by pills.

Standard treatments aren't fast enough, taking full effect only after a typical breakthrough cancer pain episode has finished<sup>2</sup> that doesn't always mean that you're done. In combination, our patients with breakthrough cancer pain receive:

**... THE POWER OF BREAKTHROUGH THINKING**

Hycomid is a new, fast-acting, intravenous delivery system designed to quickly reach target breakthrough cancer pain receptors.

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The power to reliably improve the treatment of this agonizing condition and restore the patient to pain relief is one of the breakthrough cancer pain.

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## Air New Zealand Seeks Shaven Heads for Ad Tattoos





**We don't hire Turks,  
Greeks, Poles, Indians,  
Ethiopians, Vietnamese,  
Chinese or Peruvians.**

McDonald's does not hire foreign-born individuals. We hire individuals who are U.S. born and who are U.S. citizens. This does not mean we do not hire people who were born in other countries. We do hire U.S. born individuals who were born in other countries. We do not hire individuals who were born in other countries. We do not hire individuals who were born in other countries. We do not hire individuals who were born in other countries.



**I'm lovin' it**

Nor Swedes, South Koreans or Norwegians. We hire individuals. We don't care what your surname is. Because ambition and determination have nothing to do with your nationality. McDonald's<sup>®</sup> is one of the most integrated companies in Sweden, with as many as ninety-five nationalities working for us. Join us at [mcdonalds.se](http://mcdonalds.se)

# BBDO Ad Agency





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