

Carlsberg® At Dhoby Ghaut NEL

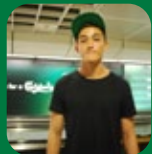
Client: Carlsberg
Campaign: Where's the party? 2013
Media: Travellator Concept with Music
Duration: 13 May – 9 June 2013

Our Success Story



“The whole execution is very unique as the addition of the music really captures the attention of passer-bys. This ad would definitely remind them of the Carlsberg brand.”

Ryan Hong
Trainee Associate



“The ad creates a party-like atmosphere with the use of music and really stands out from the usual ads.”

Ng Yu Rui
Civil Service Officer



“The ad is very simple yet eye-catching. Commuters will certainly take notice due to its size, music and great location. It makes me want to find out more about the party!”

Bryan Anderson
Architect



Are you up for it?