

SHISEIDO At Dhoby Ghaut MRT

Client: Shiseido
Campaign: White Lucent: 10 Bright Years
Media: Megapillars Concept
Duration: 8 – 28 Mar 2013

Our Success Story



"I think the ad is attractive. The colours used are pleasant and the captions are concise and straight to the point."

Jasmine Koo
Designer



"I think the ad is simple and easy to understand. Commuters will not miss it due to its prominent size."

Nur Ain Bte Mohamed Khalid
Waitress



"The model in the ad certainly caught my attention as I walked by. The location is good and it makes me want to find out more about Shiseido."

Fabrianne Teo Si Hui
Student

