



At Dhoby Ghaut MRT

Client: Tiger Beer
 Campaign: How would you make the game?
 Media: Mega Wallscape Concept
 Duration: 5 Apr – 5 May 2013

Our Success Story



"I like the ad because it's interactive and interesting. It definitely caught my attention as I was walking by and it's not something you get to see everyday."

Michael Nguyen
 Doctor



"I really like the use of the motion detector. The branding of Tiger Beer is strong and I've never seen an ad like this before. I would definitely log onto their website to find out more."

Gerrard Khor
 Undergraduate



"This is something very new and I think it's a great idea. It would certainly capture the attention of passer – bys with its large prominent size and interactive screen."

Matthias Goh
 Sales Executive



HOW WOULD YOU MAKE THE GAME?

