

# Disney At Dhoby Ghaut NEL

Client: Walt Disney Studios,  
Singapore  
Campaign: Planes  
Media: Pillar Wrap +  
Floor Sticker Concept  
Duration: 23 Aug – 11 Sep 2013



"My kids and I were attracted to the pictures and colours. I think it's a very interesting concept and it would help to engage the many families passing through."

Lei Umlas  
Housewife



"This ad is in a high traffic area. The information displayed is simple and the colours used are definitely noticeable from afar."

Amelia Gan  
Auditor



"I like the different visuals which represents this movie. It is very colourful and will engage the many young commuters transiting through."

Nadia Tan  
Student

