

Client: Unilever
 Campaign: Comfort Ultra: 5 in 1 Freshness
 Media: Wall Mural + Sensory* Concept
 Duration: 1 – 28 Aug 2013

Our Success Story



"This transit area has large volumes of passengers coming through, making it very visible. I think the information is simple and easy to understand."

Malini
 Staff-nurse



"I have never seen an ad which uses the sense of smell to entice passer-bys. It is truly unique and the addition of colourful pictures will certainly turn heads."

Nithya Yap
 Staff nurse



"This ad is definitely very innovative. The scent of the product, in addition to the visuals would certainly capture the attention of those transiting."

Caren Phua
 Social Worker



*Scent of product emitted at NEL station