

Nestlé® NESPRESSO At Dhoby Ghaut

Client: Nespresso
Campaign: Nespresso U Launch
Media: Megapillar Concept
Duration: 3 Oct - 30 Oct 2012

Our Success Story



“These Nespresso ads definitely caught my attention. It makes me want to grab a cup of Nespresso coffee.”

Eric Low
Executive



“The colour and pictures gives the ad a very rich and aromatic feel. I would definitely stop by the Nespresso Boutique for a cup of coffee.”

Alphonsus Sim
Bartender



“The purple colour on the huge pillars are definitely eye-catching to commuters. It also gives the ad a ‘grand’ feel.”

Katherine Kucewicz
Intern at media company

