

## **Creative Uses of Stickers in Advertising**

The use of stickers in advertising is not only an innovative way to attract attention, it is also an extremely cost-effective way to create a lasting impression. Many companies, whose only form of advertising is stickers, have seen an increase in business by as much as 550%. The great thing about these stickers is that they can be easily customized and this is probably one of the main reasons why they have become so popular. In this post, we've collected some of the most striking and creative examples of stickers in advertising.

### **Apple Store Window**



The broken-glass sticker was placed on the window of an Apple Store to promote the iPod Hi-Fi.

### **BARCORAIA: 3 MILLION DOLLAR CATCH**



Creative advertising for the TV show Million Dollar Catch by placing stickers at either end of the lanes.

## TV2 “Batman Stickers”



In honor of the launch of Batman Begins on TV2, stickers were placed on footpath lights, so that the bat signal was created when the lights were on.

## Lay’s Installation



People walking through Chicago's Jackson Tunnel were greeted with an overhead installation of potatoes breaking through the ceiling tiles, along with a witty message: "Our potatoes are grown closer than you may think."

## **Pedigree Guerilla**



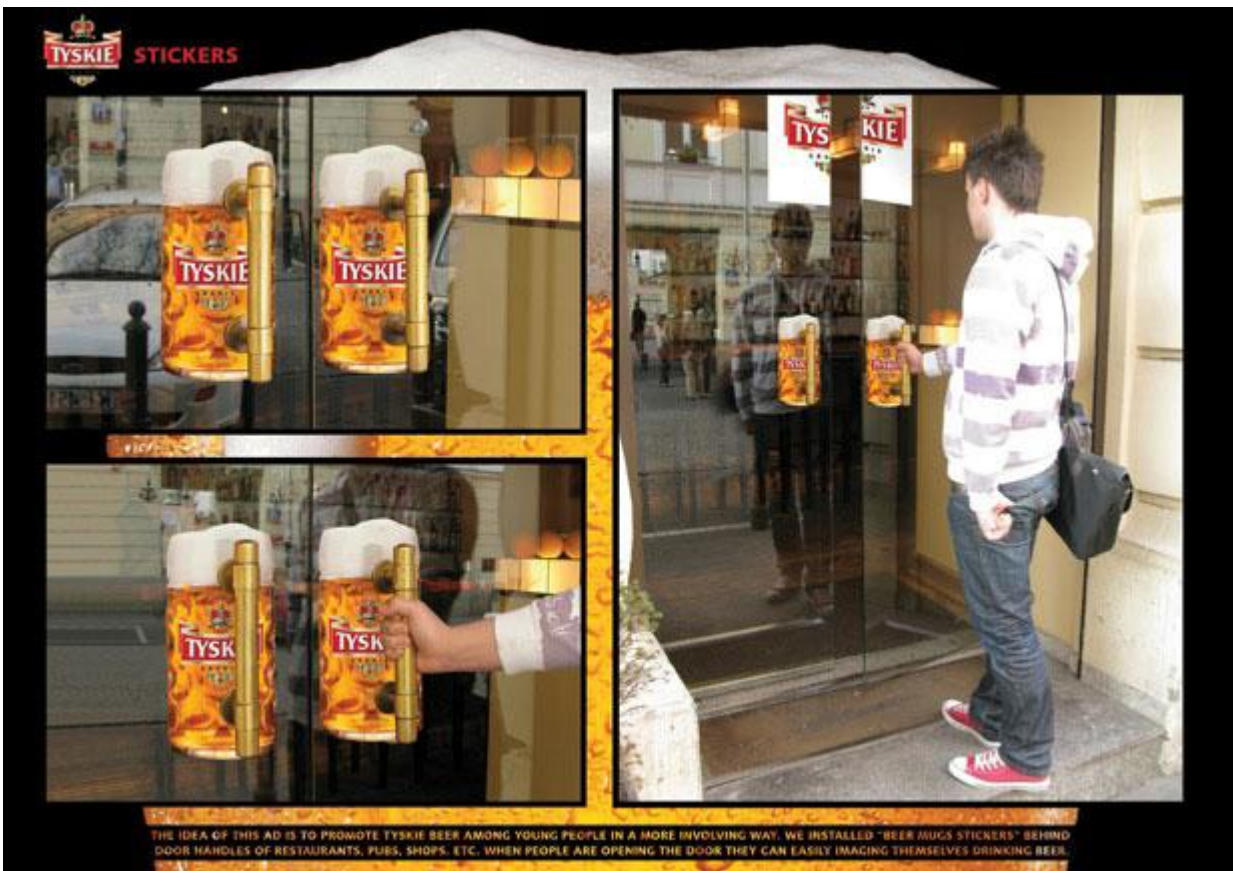
Pedigree placed stickers in the shape of a dog barge in front of supermarkets and pet stores. These stickers were treated with essence of Pedigree dog food and therefore irresistible for every dog passing by. They ran towards the sticker and began to lick, sniff and wagged their tails, so their owners immediately knew what to buy.

## **Sushi Roll “Sushi Train”**



Stickers of sushi meals were bonded at the handrails of an escalator.

## Tyskie Guerilla



Tyskie placed beer mug stickers behind doors of restaurants and shops as part of their advertising campaign.

# Unicef Landmine Stickers

**The UNICEF Landmine Stickers**

**Aim:**  
During Christmas time, UNICEF runs information booths in local shopping centres. The task was to get in contact with people to teach them about the insidious danger of landmines.

**Solution:**  
Landmine stickers with self-adhesive topsides were placed on the floor. They were invisible until they stuck to your feet. While removing them, people discovered the landmine picture on the bottom side and were informed that in many other countries, children would have been maimed at this point in time.

**Results:**

- Compared to 2006, number of visitors at the booth almost doubled
- Donations increased
- 100+ captured people's attention and will be used at all information booths in 2008



self-adhesive top side      both sides



Landmine-stickers with self-adhesive topsides were placed on the floor. They were invisible until they stuck to your feet. While removing them, people discovered the landmine-picture on the bottom side and were informed that in many other countries they would have been mutilated at this moment.

## hix.com “Instant Vacation Floor”

## The Instant Vacation Floor Sticker

### Concept:

The low-cost airline hlx.com offers travelers an exclusive preview of their next holiday. At Hannover airport, travellers who sit down in the hlx.com boarding area, will find their feet on life size skies.



hlx.com's promotion was aimed at bargain hunters who pick their travel destinations rather spontaneously. While they were waiting for boarding, their floor stickers gave them an impression of what their next vacation could be like – at a very reasonable price.

## Vodafone "Bus window sticker"

## Watch "YouTube" through a bus window sticker

"indavideo" is the Hungarian equivalent of "YouTube"

Promoting Internet on your mobile phone by showing all the benefits of moving image and entertainment in a window sticker  
HL: Watch online videos anywhere with Internet on your mobile



Promoting internet on your mobile phone by showing all the benefits of moving image and entertainment in a window sticker.

## Zoo Safari

**TAKE A PEEK**  
**THE ZEBRA | THE MONKEY | THE OSTRICH**

To communicate that Zoo Safari is not a common zoo, because the animals run free just like in a safari, we have created electrostatic stickers containing animal pictures. These stickers can be placed on the windshield of parked cars to make the visitor imagine what it would feel like to be so close to a wild animal.

Text: UP-CLOSE, NO CAGES. MORE FUN.

The image shown on the stickers reproduced in real life size proportions the face of an animal taking a peek inside the car.

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