

PAINTING MEN SOME PERSONAL SPACE

THE SITUATION: MEN HAVE NO SPACE

There's a war in every Australian home. A war for personal space. A war that many men are losing.



THE SOLUTION: CONCRETE + PAINT

While some might see a grey, unused, boring backyard patio, we see an opportunity for men to reclaim some personal space.



THE EXECUTION: MAN SPACE

We found Australia's ultimate Woman Space (Chadstone – our biggest and busiest shopping centre) and built the ultimate Man Space right outside.



THE INSPIRATION CENTRE: GIVING MEN HOPE

To show men the potential that lies in their own backyards, we created an inspiration centre outside another female stronghold – the shopping centre. By marking the concrete with our product, and filling it from the paint up with man stuff, we helped them realise that there was still a space at home that they could call their own.



Our research showed that men like watching sport.



Beavers and Babes made for great reading.



The other man bag – filled with information, inspiration and man stuff.



Man-apés (Man-sized canapés) were served.



We bent our 'no women' rule for the promo girls.



A 500:1 scale golf course was provided.



Sitting around works up quite the thirst.

