

Sapporo Shadow Projections

Using motion-sensor technology, a projector and various large urban walls, Japan's legendary beer, Sapporo, invited participants across Canada to transform themselves into a giant sumo, geisha or samurai then share their uniquely Japanese experience.

Agency: Dentsu Canada

Client: Sleeman Breweries

Executive Creative Director: Andy Manson

Digital Creative Director: Peter Gomes

Writer: Andy Manson

Art Director: Peter Gomes

Producers: Dave Medlock/Cameron Moffat

Development: SplitElement, Toronto

Digital Media Companys: Bash/Grass Roots