

When your product is part of the media...

(It's an opportunity you just can't miss)

The challenge:

"Lightning Warehouse" is the #1 light chain store in Israel that known for selling decorative house lamps and bulbs.

We were asked to let people know about a "florescent sale" in a unique and creative way.

The place:

We used JCDecaux bus stations in Tel-aviv and other cities in Israel as our only media.

The solution:

We attached stickers to real bus stations and placed them over a burnt light bulb.

The sticker read: "Fluorescent light bulb - 6 NIS. Lightning Warehouse"

