

Ambient Marketing Fabrica de Colchones

Autor www.consultoria-tic.com

Innovative TV media slot. During the wee hours, as soon as the "color bar" that announces the end of the programming starts, the agency will air the lettering for Ortobom (it's a mattress factory) which reads: "Wanna sleep? www.ortobom.com.br". The background for the lettering is the color bar itself.

Advertising Agency: Giovanni+Draftcb Rio de Janeiro

Art Director: Fernando Barcellos

Copywriter: Bruno Pinaud

Creative Directors: Adilson Xavier, Cristina Amorim, Fernando Barcellos