

THE INNOVATIVE EDGE

**CLASSIC**  
10' X 44' SUPERBOARD

# BEWARE TELUS' GLARE



To promote their Smart Home Security, Telus wanted to attract the attention of consumers with a reflective and eye-catching Billboard in Vancouver and Edmonton.

Using Diamond-grade reflective material, key elements on the creative would illuminate the lights from passing vehicles producing an eye-catching and thought-provoking design for those who passed by.

In a self-reflexive fashion, car headlights triggered audiences to reflect on home security, highlighting the strategic design elements - such as the eyes of Telus' iconic cat - for better ad retention.

This big, bold and exciting execution delivered on the objective - surprise drivers as they pass by.

3,500

5,000

7,120\*

10,000

CLASSIC DIGITAL TRANSIT PLACE BASED

\*Print only.  
\*Pricing subject to total sets included in campaign, location, approvals, install costs and required lead-time.  
\*Ask you production coordinator for more details!

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