

IT'S RAINING FRIES WITH WHITESPOT!



The launch of Whitespot's appetizing campaign, "BC's Own," made BC consumers hungry with a larger-than-life Superboard that had us singing, 'it's raining fries!' To highlight the brand's iconic French Fries, PATTISON used cut-out pieces of coroplast covered with vinyl to create 30 two-dimensional fries to help create the illusion of them falling from the sky.

This innovative campaign resonated with the target audience, and also reaffirmed that with 90 years in British Columbia, the brand is still making consumers crave a delicious Whitespot meal.

5,000

8,995*

10,000

15,000

Call PATTISON Production Services and put the power of Out-of-Home to work for your business!



*Includes Install/Removal. *Pricing subject to total sets included in campaign, location, approvals, and required lead time.
*Ask your production coordinator for more details!

