

# CONEXIÓN ADICCIOFF

this is not a game



ANNEXES | IV

Colabora: Google

Organiza: grupo social ONCE



### SOME OF THE BEST EXAMPLES OF CREATIVITY IN THE WORLD

#### 1. When advertising makes you feel something



The Sensodyne campaign allows you to feel the nails when you look at the ad. This is the type of display network advertisement that would be used for brand recall.

#### 2. Creative advertising for a transport company



Creative Advertising for FedEx, with a simple graphic that quickly shows how fast shipments are delivered.

### 3. Creative aspirin advertising



Aspirin, strong pain relief. An example of creative advertising by Bayer.

### 4. Orbit advertising graphic design



"Don't let breakfast meet lunch." Orbit's clever advertising campaign design.

## 5. Creative advertising for travel agency



Ticket.com shows us a hole that everyone would like to have in their offices. How about this creative idea for advertising an online travel agency?

## 6. Creative advertising design for Lego



An example of a creative design for the Lego toy brand.



## ANNEX IV. ADVERTISEMENTS: MOST SUCCESSFUL

### 7. Particularly original advertising posters



The five most original advertising posters in the world. Altshul Dentists, Naval Museum, Honda Cars, Weather and Hot Wheels.

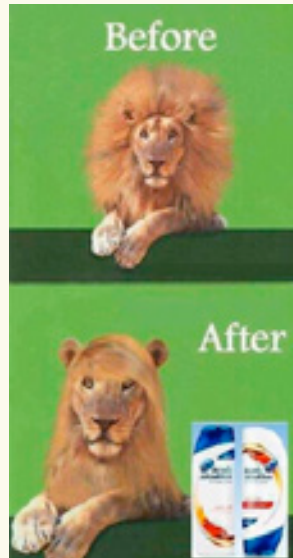
### 8. Creative advertising for toilet tissue



A clear example that creativity can always be used in advertising regardless of product or brand.

## ANNEX IV. ADVERTISEMENTS: MOST SUCCESSFUL 🔍

### 9. H&S and their funny advertisements



H&S is a Procter and Gamble brand that often makes funny ads like this. Using fun items in ads has always been a good way to get the products to stay in consumers' memories.

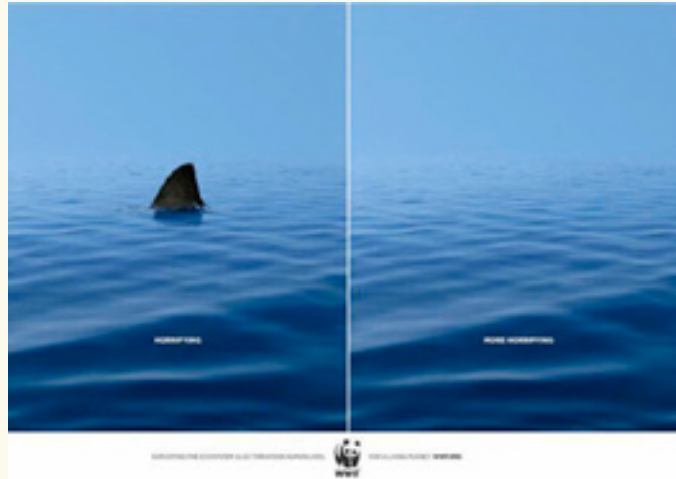
### 10. Creative advertising by BMW



BMW creative advert. More power, lower consumption.

## ANNEX IV. ADVERTISEMENTS: MOST SUCCESSFUL

### 11. Creative advertising advert against climate change



WWF's creative advertisement against climate change. Which do you find more frightening?

### 12. Creativity in awareness-raising advertising



Example of how creative advertising also serves to raise public awareness. This perfect example shows the importance of wearing a seat belt.

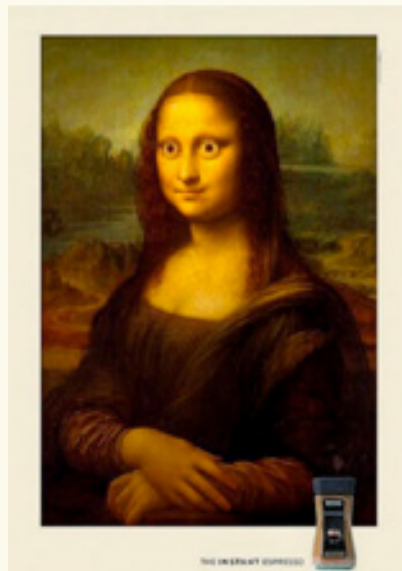
## ANNEX IV. ADVERTISEMENTS: MOST SUCCESSFUL

### 13. Thought-provoking poster.



This advertising sign at a bus stop is sure to make you think.

### 14. When advertising and creativity meet



The geniality of Nescafé, to which we have become accustomed. If you like this graphic, do not miss this street marketing campaign by the same company.



## ANNEX IV. ADVERTISEMENTS: MOST SUCCESSFUL 🔍

### 15. What is creative advertising?



Creative advertising is getting up in the morning and having something like this happen to you

### 16. Advertisement for London Zoo



This excellent ambient marketing campaign for the Zoo is displayed on the London Underground.

### 17. The creativity that reinvents the laws of advertising or gravity.



Oreo believes that creativity can reach the point of reinventing the laws of advertising, or should we say gravity.

### 18. Car marketing environment at the airport



Exceptionally good creative advertising for Citroën motor vehicles to represent the capacity of their boots.

### 19. Pineapple soft drink advertising campaign



An example of a good advertising campaign of refreshing pineapple drink by Watts.

### 20. Drink advertising



Among the best beverage advertisements is this one for Minute Maid. This brand of orange juice shows clearly that its juices are natural.

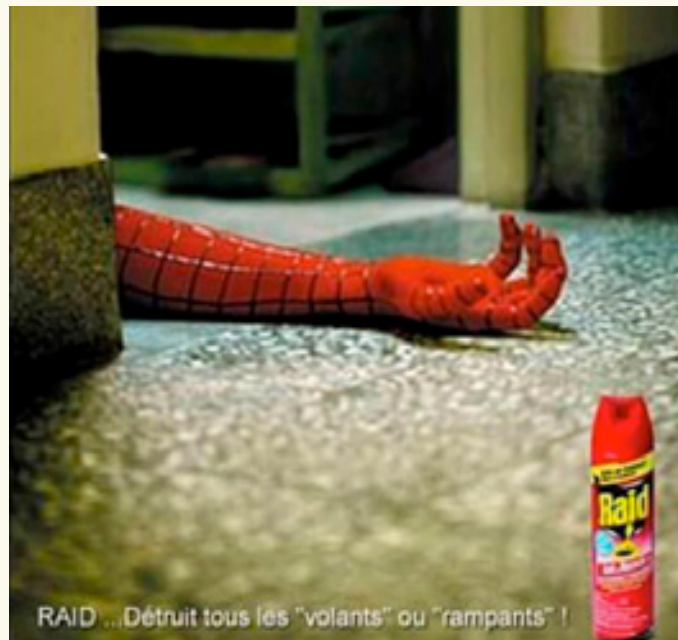
## ANNEX IV. ADVERTISEMENTS: MOST SUCCESSFUL

### 21. WWF advertising campaign



"The lungs of the earth are dying." WWF advertising campaign.

### 22. RAID, a successful advertising campaign



RAID, the bug spray that even works on superheroes.