



**OUTDOOR**

The bigger  
the brand,  
the further away  
it will be seen



[www.MarketingOne.ru](http://www.MarketingOne.ru)



**Maggi**  
Como Siempre...  
Tú y Maggi

TROLEK 000000  
020 2010







[www.MarketingOne.ru](http://www.MarketingOne.ru)

If we **SIMPLIFY** &  
**AMPLIFY**, the brand  
identity has a bigger  
chance to be recognized  
when only a part of it is  
visible



...as we  
fill in what is  
missing.



[www.MarketingOne.ru](http://www.MarketingOne.ru)



**IGROS**

**M** IST AN DER EXPO.02

**M** IST AN DER EXPO.02



[www.MarketingOne.ru](http://www.MarketingOne.ru)



is 1905

**HENNIEZ**

**FRO AGE**

**M** EST À L'EXPO.02



**RENAULT VEL S**

La plus bel



BEST MARKETING EVENTS

**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



**TO ATEs**

**M** EST À L'EXPO.02



[www.MarketingOne.ru](http://www.MarketingOne.ru)

Branding  
"down the street"  
is a must

PHILIPPE VERON









 200 m 

 197 m 









A medium  
where creativity  
is a must!

---



Grab  
Attention!  
It's all there is!



[www.MarketingOne.ru](http://www.MarketingOne.ru)







R. & E. TINGEY & CO. LTD.

Nestlé

**KitKat**

Gone  
for a break

**Have a break.**

BEST MARKETING EVENTS

**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)







**Lion**

ОЩУТИ СИЛУ ЛЬВА!

NESTLÉ





**NIKE**

BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



ADSHEL



open all night



trigin lls neqo



144, 250  
04 06





[www.MarketingOne.ru](http://www.MarketingOne.ru)





Persil





BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



There is no surface  
too difficult nor too  
narrow if **seen**  
by the viewer.  
Just adapt!



[www.MarketingOne.ru](http://www.MarketingOne.ru)





CALL-TO  
ACTION!



[www.MarketingOne.ru](http://www.MarketingOne.ru)

A billboard advertisement for Nestlé Supligen. The billboard features a woman in a red tube top and a shirtless, muscular man. To the left, there are two product packages: a blue and white can of 'Nestlé Supligen' with 'VANILLA FLAVOUR' and '250 ml' visible, and a brown and white box of 'Nestlé Supligen' with 'STRAWBERRY FLAVOUR' and '250 ml' visible. The text on the packages includes 'The best oral supplement for strength and health of naturally fit individuals who train hard & long'. At the bottom of the billboard, the slogan 'BOOSTS YOU UP!' is written in large, bold, white letters.



*Coca-Cola*

*Drinks*

*Coca-Cola*

*Enjoy!*



BEST MARKETING EVENTS

**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)







Always be the  
**only brand**  
on a given  
surface



[www.MarketingOne.ru](http://www.MarketingOne.ru)



**HONDA**  
The Power of Dreams

Trần Hưng  
Phước Ninh Hải Hưng

Sunbury

BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



A text that  
makes you **think**  
is always  
the best text



~~Lari~~ Terbang

www.milo.com.my



4189-93/04

NS4189 0304

UPD  
Tel. 83-7729548

200m  
Mobil →

BEST MARKETING EVENTS  
**Marketing One**

www.MarketingOne.ru



If tilted  
you look  
more  
interesting



[www.MarketingOne.ru](http://www.MarketingOne.ru)

RS

# Maggi

Como Siempre...  
Tú y Maggi



239.2019

BEST MARKETING EVENTS

**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



Only **simple**  
messages  
pass through  
visual clutter



[www.MarketingOne.ru](http://www.MarketingOne.ru)



**No. 1**  
**Razor in Sri Lanka**

MOCKERS  
RICHARDSON PROJECTS (PVT) LTD  
Specialty Repairs & Renovation Services

DailyMirror  
AUTHORIZED DEALER



Apple iPod+iTunes



Montreux dans votre poche.

**ATHLETISSIMA**

Mardi 11 juillet 2006  
Stade Olympique Lausanne

[www.athletissima.ch](http://www.athletissima.ch)







Lipton







If you are unique,  
there is a bigger  
chance to  
**stand out**



[www.MarketingOne.ru](http://www.MarketingOne.ru)



¡A sólo unos pasos!

TM

A billboard advertisement for McDonald's. The billboard has a dark blue background. On the left side, there is a cartoon illustration of a person's leg in yellow pants, red and white striped socks, and a brown boot, as if stepping onto the Golden Arches logo. The Golden Arches logo is large and yellow, positioned on the right side of the billboard. Above the logo, the Spanish text "¡A sólo unos pasos!" is written in yellow. Below the logo, the letters "TM" are visible. The billboard is supported by green poles and is set against a clear blue sky. In the background, there is a tall metal tower and some trees.

Optima  
TEL: 70 11 11 11

PINTURAS  
PINTURAS  
EL  
P

BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)

It is more  
important **to be**  
**there** than to be  
graphically correct



[www.MarketingOne.ru](http://www.MarketingOne.ru)





[www.MarketingOne.ru](http://www.MarketingOne.ru)



Maggi

Maggi

Maggi

Maggi

BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)





BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



Blow-up  
is always  
closer  
to your eye!

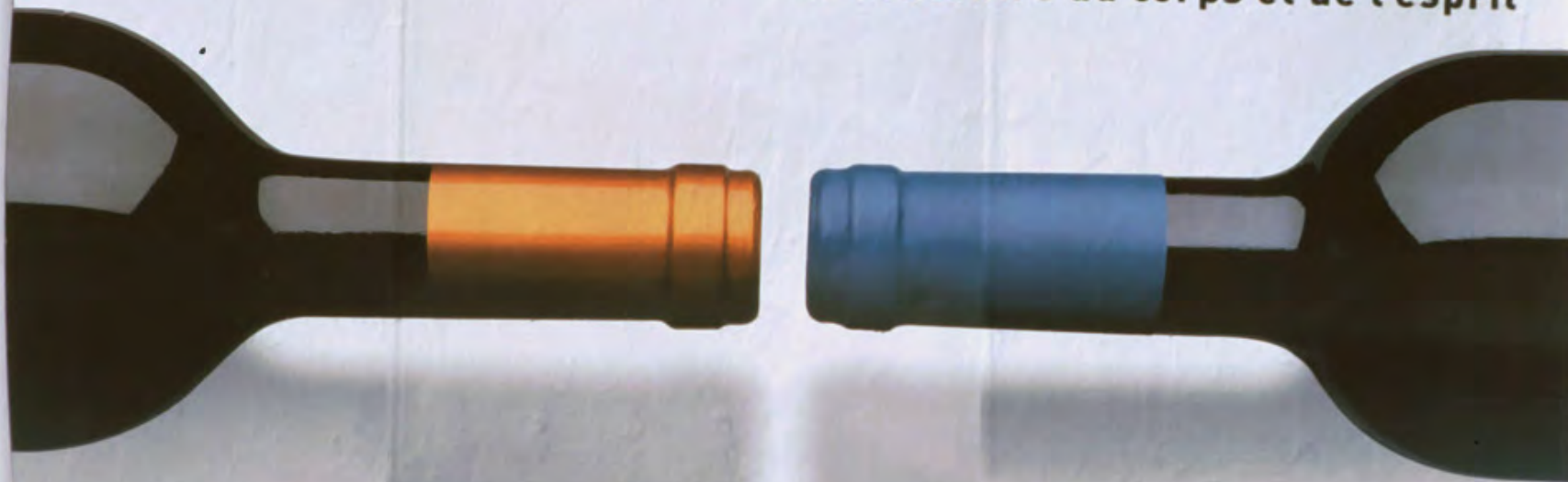


[www.MarketingOne.ru](http://www.MarketingOne.ru)



# *Le plaisir Orsat*

La rencontre du corps et de l'esprit







*Le plaisir Orsat*  
L'harmonie du corps et de l'esprit



[www.MarketingOne.ru](http://www.MarketingOne.ru)



# *Le plaisir Orsat*

Instant de volupté





# *Le plaisir Orsat*

La fête dans la diversité





Too big  
doesn't  
exist



[www.MarketingOne.ru](http://www.MarketingOne.ru)





Any surface  
exposed to viewers  
is a surface for a  
brand or  
communication



STAND CLOSER  
PLEASE. YOUR  
**HONEST JOHN**  
IS NOT SO LONG  
AS YOU EXPECT.

THANK YOU.      MANAGER.



Maybe  
you should not tell  
all at once?



[www.MarketingOne.ru](http://www.MarketingOne.ru)

**LE 2 SEPTEMBRE  
J'ENLEVE LE HAUT.**



BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



**LE 4 SEPTEMBRE  
J'ENLEVE LE BAS.**



BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



A woman is shown from the back, standing with her hands on her hips. She is holding a white sign with a red header. The background is a clear blue sky.

**AVENIR**  
**L’AFFICHEUR  
QUI TIENT  
SES PROMESSES.**

BEST MARKETING EVENTS  
**Marketing One**

[www.MarketingOne.ru](http://www.MarketingOne.ru)



Good  
advertising  
does not just circulate  
information... it  
penetrates the public  
mind with desires  
and belief!

LEO BURNETT