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A refreshing, new advertising method

While cruising darkened tunnels, subway riders view colorful displays that appear to be animated. The high-quality, large-format displays were printed by Photobition.

by Audrey Doyle

As a leader in the field of large-format, photorealistic digital printing, Photobition is used to seeing its imagery displayed prominently at trade shows, on billboards, in high-end retail stores, and on television.

Last fall, the company staked its claim in a brand-new venue: the darkened tunnels of the Atlanta and Philadelphia subway systems.

“The imagery we produced for these venues represents a totally new method of advertising,” says Kelli Montanaro, an account executive at Photobition New York, the company’s U.S. headquarters. “Plus, it involves a unique and innovative installation technology, so it’s very exciting.”

Both the Atlanta and Philadelphia applications comprise animated ads for Coca-Cola’s DASANI brand of bottled water. As riders zip through certain sections of the cities’ subway tunnels, they see through the trains’ windows not the usual blackness, but rather, a vibrant, animated ad for DASANI. The Atlanta campaign, which premiered September 27th, is shown between the Dunwoody and Sandy Springs stations on Atlanta’s North Line. The Philadelphia campaign, which debuted October 2nd, can be seen on PATCO trains running from Philly to Cherry Hill, New Jersey.



For two ad campaigns, Photobition printed 300 vibrant images on Kodak Professional’s output material with its Durst Lambda printers.

The ads installed in both tunnels are similar in design, in that both utilize digital water simulation and typography in a palette of blues to connote the refreshing properties of DASANI. The ads also are simple in their message: saturated color images of cascading water splash within an invisible glass, ultimately revealing the DASANI tag line: “Treat yourself well. Every day.”