

Case study



Husqvarna Lawn Mower Robot outdoor campaign

- Location:** Latvia, Riga
Advertiser: Husqvarna
Design adaptation: Taivas Ogilvy
Media agency: MediaCom
Campaign's period: 20.06.-03.07.2011.
Number of objects: 30 pillars in Riga, including 5 special builds.
Special effects: Bleating sounds coming from the pillars; 'growing' a lawn around them.
The reactions of passers-by can be [viewed here](#).



“This campaign provides proof of the importance of collaborating with the client, all the agencies involved and – without a doubt – the medium during the planning process. When we received the outdoor advertisement design well before the deadline, we realized that it was possible to make it even more perceptible by fitting some backlit pillars with sound effects and ‘growing’ a beautiful lawn around them. Several hours of observation showed that the advertisement appeared to be interesting and noticeable to passers-by.”

Daina Krieva, *MediaCom* project manager

