

Morphing from blue to red

Net#work BBDO has launched what is believed to be South Africa's first lenticular billboard for Cell C. Situated outside the mobile operator's head office in Rivonia Road in Johannesburg, the billboard showcases the 'little people' from Cell C's mobile number portability (MNP) campaign.



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The 'little people' morph from blue to red, illustrating how you can bring your number with you when you switch networks and 'C for yourself'.

Net#work BBDO COO Clinton Mitri says the agency has wanted to use a lenticular billboard for some time and just needed the right campaign to come along. "The Cell C MNP ad is perfect for this technology. Photographic lenticular panels allow portions of the billboard to flip as viewers pass, creating the optical effects."

Hirt & Carter were responsible for the technology and production and believe this is one of a handful of lenticular billboards in the world.

According to Vanda Harries, Cell C's brand manager, the mobile operator's overall MNP campaign has proven extremely successful.

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