

News In Brief

Thursday November 24th 2005

Rum dancer hits Ireland's streets

A CHARACTER which dances along with passers-by is the illusion created by Bacardi's new ad campaign. The new campaign uses lenticular technology which allows interactive 3D footage to be broadcast from a six-sheet poster. The new posters will carry the line "Dance with me" and as consumers walk past each poster they will see a person dancing.

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