



STELLA ARTOIS - COASTERS

THE STELLA ARTOIS "TRAPS" CAMPAIGN USED TEASERS FEATURING MYSTERIOUS SKETCHES BY A SEEMINGLY OBSESSED, BUT OBVIOUSLY BRILLIANT PERSON TRYING TO DESIGN A DEVICE TO PROTECT STELLA ARTOIS. IT STARTED WITH SMALL SKETCHES ON THE BACK OF BAR COASTERS, THEN FLEX FORM NEWSPAPER PRINT ADS, AND THEN WALL MURALS AROUND THE CITY. ALL OF THIS BUILT BUZZ FOR THE IMPENDING LIVE INSTALLATION OF THE COMPLETED "TRAP".