

ポラロイドの屋外広告案。実際にポラロイド写真が出てくるようなイメージで、街中の店舗のひさしを広告にしようというもの。右下はポストに投函されるDM。

The open air advertising plan of Polaroid. The thing that let's make the eaves of the store in the town an advertisement with the image which a Polaroid photograph actually comes out to. Bottom right is DM that it is mailed in the mailbox.





ポラロイドの屋外看板。実際の看板の上に、絶妙のフレーミングで、ポラロイドの枠を貼らせてもらう、というもの。

The open air sign of Polaroid. In the top of the actual sign, the thing that it lets me put the frame of Polaroid with exquisite framing.



自動改札上の広告。実際に切符が出てくる所に配置し、今すぐに楽しめるポラロイドということをアピール。

An advertisement in automatic examining tickets. It appeals for the thing of Polaroid that arrange in the place where a ticket actually comes out and it is enjoyable right now.



雑誌広告。誌面にフレーム状に穴のあいた、半透明の紙を差し込んで、ポラロイド写真は今すぐに顔を写しこめるということをアピール。

Magazine advertisement. The translucent paper that a hole was made in the frame-shaped is inserted, and a Polaroid photograph appeals that a face is copied right now.





北海道で行われるGLAY WORLD EXPOに特別協賛するポラロイドの、ミステリーサークル広告。実際の観客からは見えないが、コンサート取材に来たヘリからの宣伝効果を狙ったもの。

The mystery circle advertisement of Polaroid that it supports GLAYWORLD EXPO that it is done in Hokkaido exceptionally. From the actual audience, the thing that effect on an advertisement from the helicopter which came to cover a concert though it can't be seen was aimed for.