



# 2002 OBIE AWARDS

## SPECIAL F/X – OBIE

OBIE Winner: Transit Single

Agency: Phactory

Advertiser: Coca-Cola North America/Dasani Bottled Water

Creative Team: Damijan Saccio, Scott Sindorf, Creative Directors; Hae-Yeon Lee, David Reynolds, Designers

**What they said:** "...The particular limitations of the media were the challenges that inspired us. It had to be both simple and visually rich. We couldn't use sound, making it essential for the visuals to be riveting, beautiful, and dynamic enough to stand up to a commuter's repeated viewing. The natural grace and lyricism of water was the obvious answer. As a small company in the advertising field, winning an award of this caliber is extremely gratifying because it means we have earned the admiration of our peers."

**How it works:** "This ad was the first of its kind in the US. Unlike most outdoor printed advertising, the Dasani ad is actually an animation, not a still image. A rider in the Atlanta subway system travels past a 1,000 foot display of light boxes and sees a 20-second advertisement while traveling in the tunnel between stations. The device that allows this to be possible acts similarly to a straightened zoetrope... it allows a series of images seen in succession to appear animated like a flipbook."

