

& misses

marketing hits

HITS

SUBWAY ANIMATION A series of backlit ads for Coca-Cola's Dasani bottled water brand will soon line a dark, 900-foot tunnel on the Atlanta MARTA North line. Here's the trick: As the train passes at speed, viewing the images through its windows produces the illusion of a moving image, similar to a kid's flip book.

COMING SOON TO A SUBWAY
STATION NEAR YOU.

DASANI

PURIFIED WATER

