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Creative Review

Microsoft Xbox – Big Shadow

<http://bigshadow.jp/judge/>

A great example of how digital advertising is breaking away from the constraints of the PC and into Outdoor is Microsoft's campaign for its Xbox 360 game 'Blue Dragon'. In the game, the protagonist's shadow transforms into a dragon when he fights, a fact dramatically brought to life by seven storey high projections on the Shibuya Prime Building in Tokyo which mingled the actual shadows of passers by with pre-programmed 'shadows' of fantastical beasts to the surprise and delight of onlookers. Intrigued parties not in the vicinity could also interact by introducing new characters in real time from the comfort of their PC.

Against Breast Cancer – Lap Dance

<http://www.aabc.org.uk/campaign/dancer.html>

Taking on a charity client pro bono has long since been a shortcut to great work and doing a good deed and AMV BBDO's viral for Against Breast Cancer is no exception. In fact, it may prove more effective in raising male awareness of breast cancer than a host of ribbons and fun runs. As strings and sultry vocals create a mood somewhere between seedy and salacious, we're drawn into a dimly lit lap-dancing club where a curvaceous dancer is entertaining her patron. The shock comes as she discards her bra to reveal that her right breast has been removed, leaving only the scar tissue of a mastectomy.