



YOUR CAR IS MODEL

CHALLENGE

Minishamps brand produce the exact copies of cars, sized on a scale thousand to one. Show the quality and remind about the brand is a main goal.

SOLUTION

We set up the Minichamps' life-sized packages at the parking lots of the city. Everyone can drive the car into the Minichamps' box. Camera takes a picture of a car, when it's in. Pictures will be available on the promotional website. Thus, we allow the cars to be the real Minichamps' models. Thereby we give an opportunity to be the Minichamps model to every car and how that Minichamps' models are looking like the real ones.

