



LES HOMMES SANDWICHS

LES MEILLEURS ET PIRES EXEMPLES





POURQUOI LA CAGOULE?



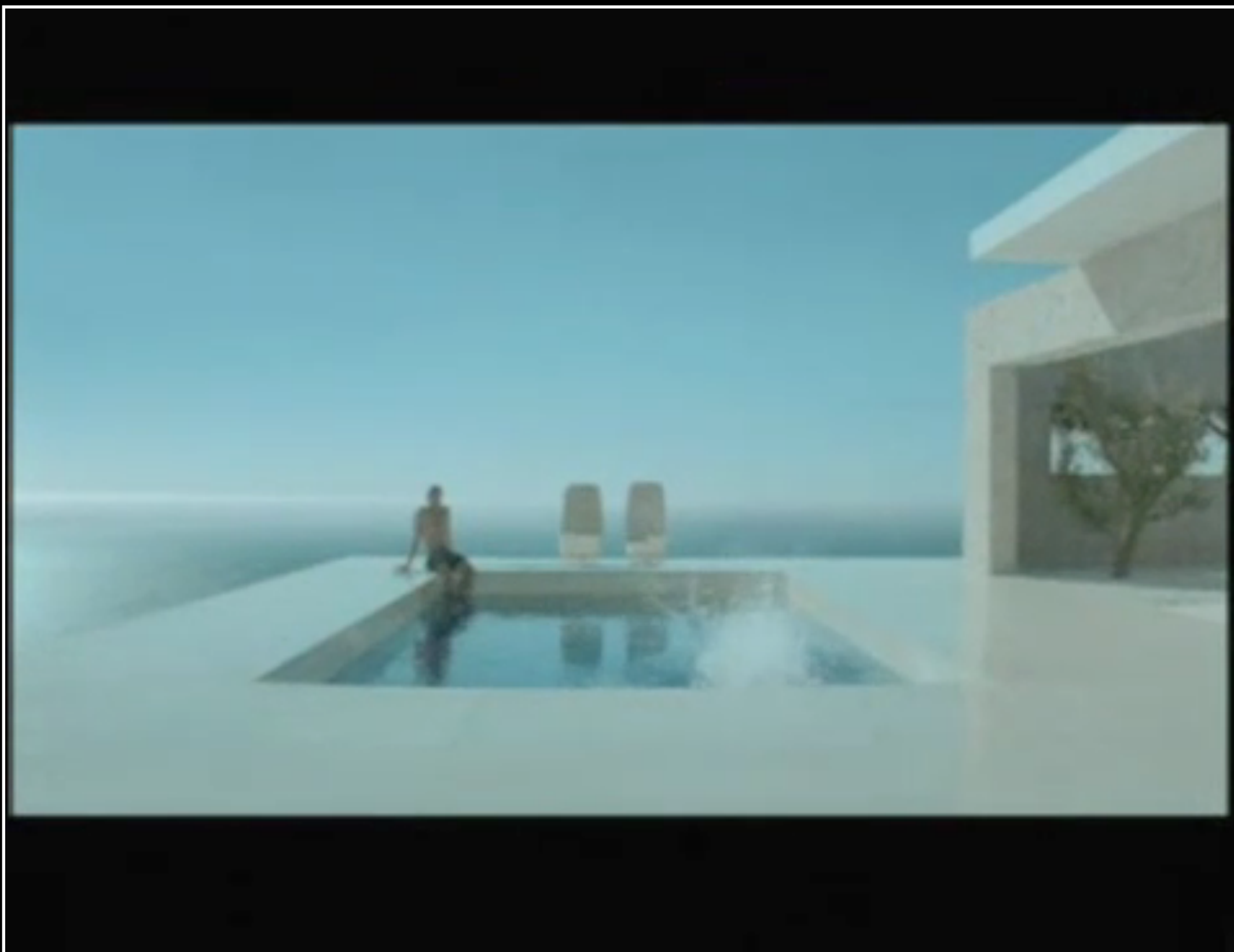
SIR JOHN HEGARTY – BBH – CREATIVE MORNINGS CONFERENCE / PARIS



2004 – NISSAN
AGENCY : TBWA FRANCE



2010 – VOLKSWAGEN TOUAREG
AGENCY : MUDRA DDB INDIA



2006 – AIR FRANCE
AGENCY : BETC EURO RSCG, FRANCE



2007 – CELIO
AGENCY : OPTIMUM, ISRAËL



LES HOMMES SANDWICHS

HUMAN BILLBOARDS

SIGNS WALKERS

SIGN TWIRLERS









A person in a full-body yellow chicken costume with a red comb and wattle is holding a large, white sandwich. The person is standing on a city sidewalk. In the background, there is a multi-story brick building with many windows, a white bus with a red stripe and the word "ATHON" on its side, and a silver car. A street sign for "5th St" is visible on the left. The scene is set in an urban environment during the day.

LES HOMMES SANDWICHS

LES UTILISATIONS CRÉATIVES





VISIT THE

TORTURE
MUSEUM

SINGEL 449 AMSTERDAM

The Mega Giant




Hamburger Restaurants





**SANDWICH
BORED?**

SOUPworks



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savings plans in
funds when I was
young, I wouldn't
have to work now.

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Sandwich man

a person carrying an advertising sign, usually two hinged boards hanging from the shoulders, with one board in front and one at the back.

(Source: NE / National Encyclopedia)




ALL YOU NEED TO KNOW. AND THEN SOME.







The price of the Nissan Almera is completely mad. 



LET'S CHANGE IT.



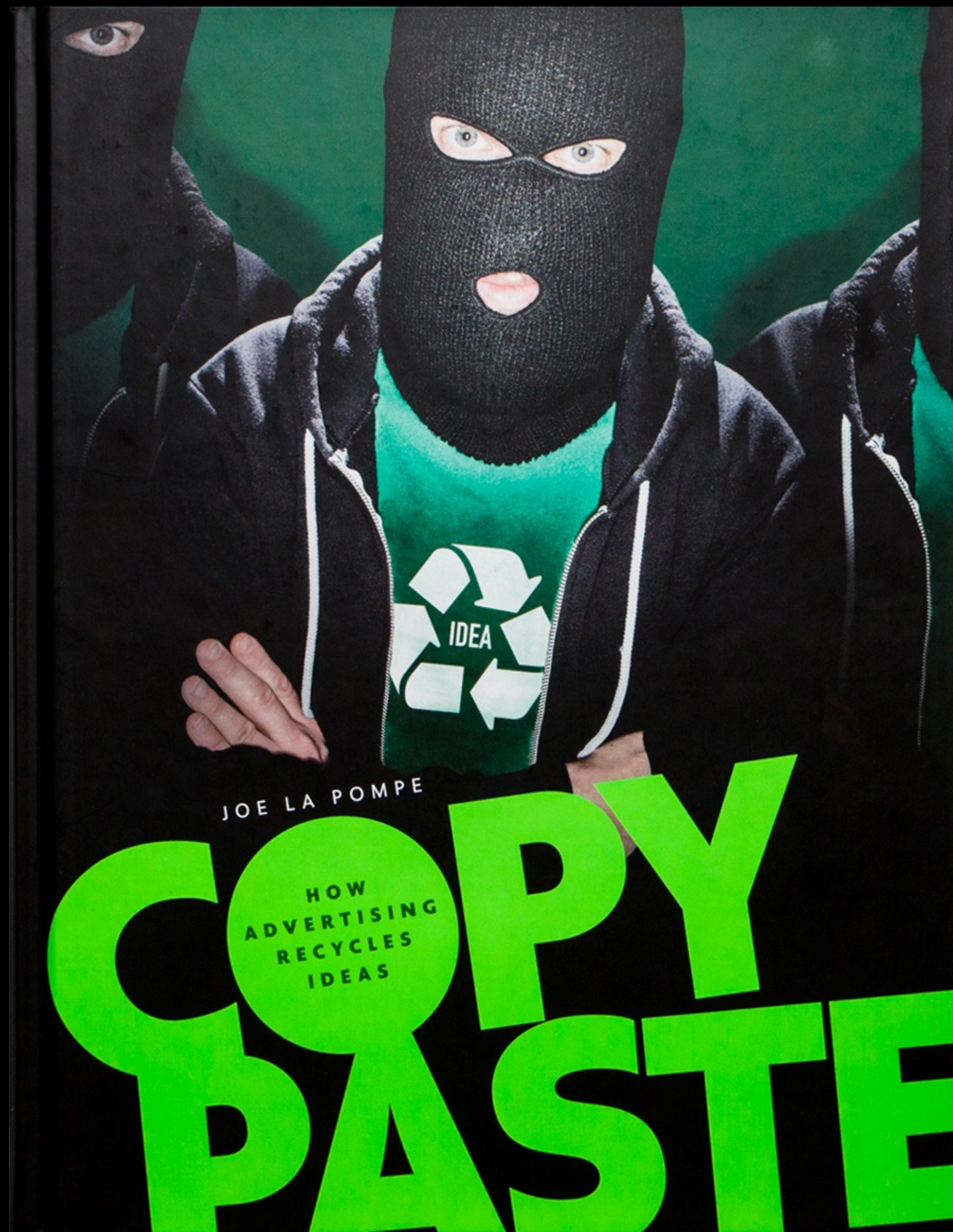
LET'S CHANGE IT.



#SMNN

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Nando's
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Peri-Peri
chicken.





COPY PASTE : HOW ADVERTISING RECYCLES IDEAS
MAISON MODERNE PUBLISHING – 228 PAGES