

CREATIVE SHOWCASE

KUBO AND THE TWO STRINGS

JULY 25 - AUG 21 | TORONTO



STREET SHOWDOWN

TORONTO TSA INTERACTIVE

To promote the release of the animated feature *Kubo and the Two Strings*, eOne Films dominated Toronto transit shelters, wrapping them in origami bird decals and also installing 3D origami birds upon the roof of the transit shelters.

In addition to that, TSA Interactive screens played not only the movie trailer, but gave passers-by the opportunity to battle it out in an interactive game of swordplay with origami enemies.



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HAND-PICKED
TRANSIT SHELTERS

3 WITH ORIGAMI BIRD
EXTENSIONS



TSA INTERACTIVE CAPABILITIES

- 22" Touchscreens only on Astral Out of Home transit shelters in Toronto.
- Exclusively located in select Toronto key locations.
- Create an extension of your TSA campaign into a two-way conversation between your brand and a captive audience (those waiting for transit).
- All-in-one interactive audio and video.
- Interactive games, polling stations, or virtual test drives of the hottest new products.
- Exhibit movie trailers, music videos, how-to videos, or product benefits.
- RSS feeds and email sign-up.