

BUBBLE WALL

This is a simple experiential idea that is guaranteed to drive consumer engagement and create buzz around any installation. We're going to take over high traffic locations in major cities by covering a massive amount of space with bubble wrap. This will be juxtaposed with a flat boring wall, clearly alluding to plain water. The commotion surrounding the bubble wall will be staggering compared to the flat wall, creating opportunities to capture video content and generate media coverage.

