

SYNOPSIS



Cows in Jackets - Advertising Unlimited

Wenn Kühe Jacken tragen - Werbung ohne Grenzen

The world of classic marketing is changing rapidly. «Ambient Media» is the magic word that describes the fast growing sector of new non-classic forms of advertising which are deployed directly into the social environment of their target group and takes the advertising industry «out onto the streets». In doing so the industry employs increasingly radical tricks to awaken desire and attract attention. This film calls on the most creative people in the advertising world in 25 world metropolises and gets their opinion on this new branch of advertising.

Year: 2008

Run-Time: 1 x 34 min.

Directed by Daniela Krautsack, Thomas Grusch

A co-production of ORF and Neue Sentimental Film

Available worldwide

Languages: German (ORIGINAL) , English (DUBBED)

Format: 16:9 , 16:9

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