

watch me if you can*

context

Uzbekistan is going to the world cup. But there was one problem. 77% watched the world cup on a phone. Texnomart, one of the largest electronics retailers in Uzbekistan, offered a 35% discount on big TVs, so people could watch a big event on a big screen.

idea

We decided to put a real size image of smartphone with a tiny message on a huge billboard, to show how small a smartphone is.

execution

We placed one huge billboard, and smartphone image on it at its real size, with tiny message: 35% discount on a big TV. From a distance, it was almost impossible to see. People stopped and came closer to read it, used their phones to see an ad about how small their phone screens were. One billboard. One tiny message.



Digitalism

a very cool ad creative by
Texnomart in the Tashkent metro*

Marketing Club

they could've put an optical ad next to it
too. Texnomart being creative as always *

f.s 16

can you give me the
address of this billboard?



Farrukh Tursunkhodjaev
as Nolan intended*

impressions

1.93M

only

1 billboard

50" TV sales grew by

40%

engagement

+18K



This image is an advertisement inviting viewers to watch content such as football, movies, and series on a big-screen TV. The smartphone size shown in the image is set equal to an average real-life smartphone size, used to spark interest in a large-screen TV. The promotion applies at all Texnomart stores and on [texnomart.uz](#) for the LG 55UA73006LA 55" Smart TV model, priced at 7,779,000 so'm, discounted to 5,059,000 so'm as part of the promotion, valid until August 25. Organizer: "Texnomart" LLC. Details at [texnomart.uz](#).