



**Post-it<sup>®</sup>**  
Brand

**Problem:**

People do not use Post-It notes because they rely on technology.

## **Insight:**

When you write something down, you remember it.

## **Idea:**

When you post-it, it sticks.

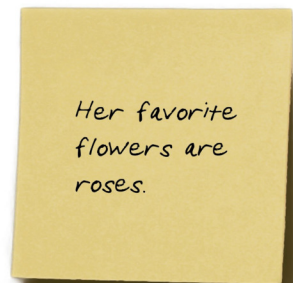
## Print Execution Write-Up:

Real, physical post-its will be placed in print magazines reminding people of a significant occasion for that month.

For example, this execution tackles Valentine's day in February.

When the reader takes out the post-it off the ad, it displays a visual pertaining to that occasion to further accentuate our message.

# Print:



If You Post It, It Sticks.



If You Post It, It Sticks.



**Print:**



If You Post It, It Sticks.



If You Post It, It Sticks.



Print:

He's a Size  
38.



If You Post It, It Sticks.



If You Post It, It Sticks.



**Print:**

Chocolates take  
5 days to get  
from LAX to  
JFK.

If You Post It, It Sticks.



If You Post It, It Sticks.



# Print - Mock-Up:



## OOH Execution Write-Up:

### Phase 1:

Fake ads will be created and launched by post-it.

### Phase 2:

Real post-it notes hijack these billboards with reminders pertaining to the fake ad.

OOH:



OOH:



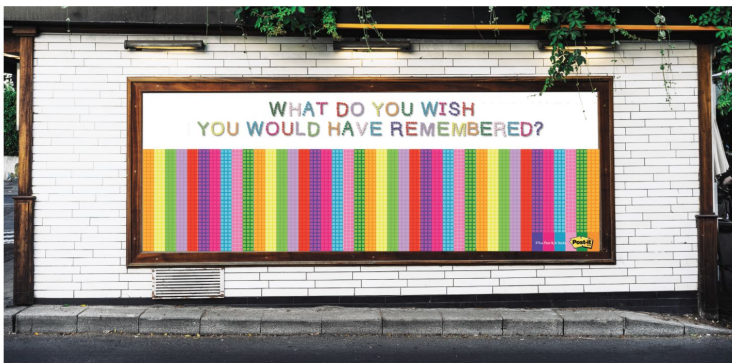
OOH:



# Wall:



**What you wish you would have remembered.**



3M will take over outdoor ad space, and use it to have passerbys write on Post-its placed all over. The theme of the wall will be to write something in your past you wish you remembered, or want to remind future passerbys.

The best will be shown on Post-it's Instagram page.



**What you wish you would have remembered.**

