



IDEA

Hair & Care wanted to show people how light and free open hair can be when they use light hair oil. Hence, they decided to make the mundane life a little interesting with a wind sensor outdoor.

TECHNOLOGY

With the help of wind sensor technology, Hair & Care Billboards (digital screens) surprised metro commuters in Mumbai at Sakinaka and WEH stations and Bus commuters in Jaipur at JDA circle. A static image turns into moving with passing of every train and bus at platform and bus stop respectively to sync with wind of running train and bus.

PLACE

Mumbai Metro - Sakinaka & WEH Metro Stations
Jaipur Bus shelter - JDA Circle Bus Shelter, Jaipur



#Khule
baal
befikar

VIDEO
DEMO