

Pot Noodle ambient communication

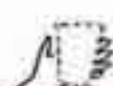
To expose Pot Noodle as a trashy, illicit pleasure.

Don't even think about it.

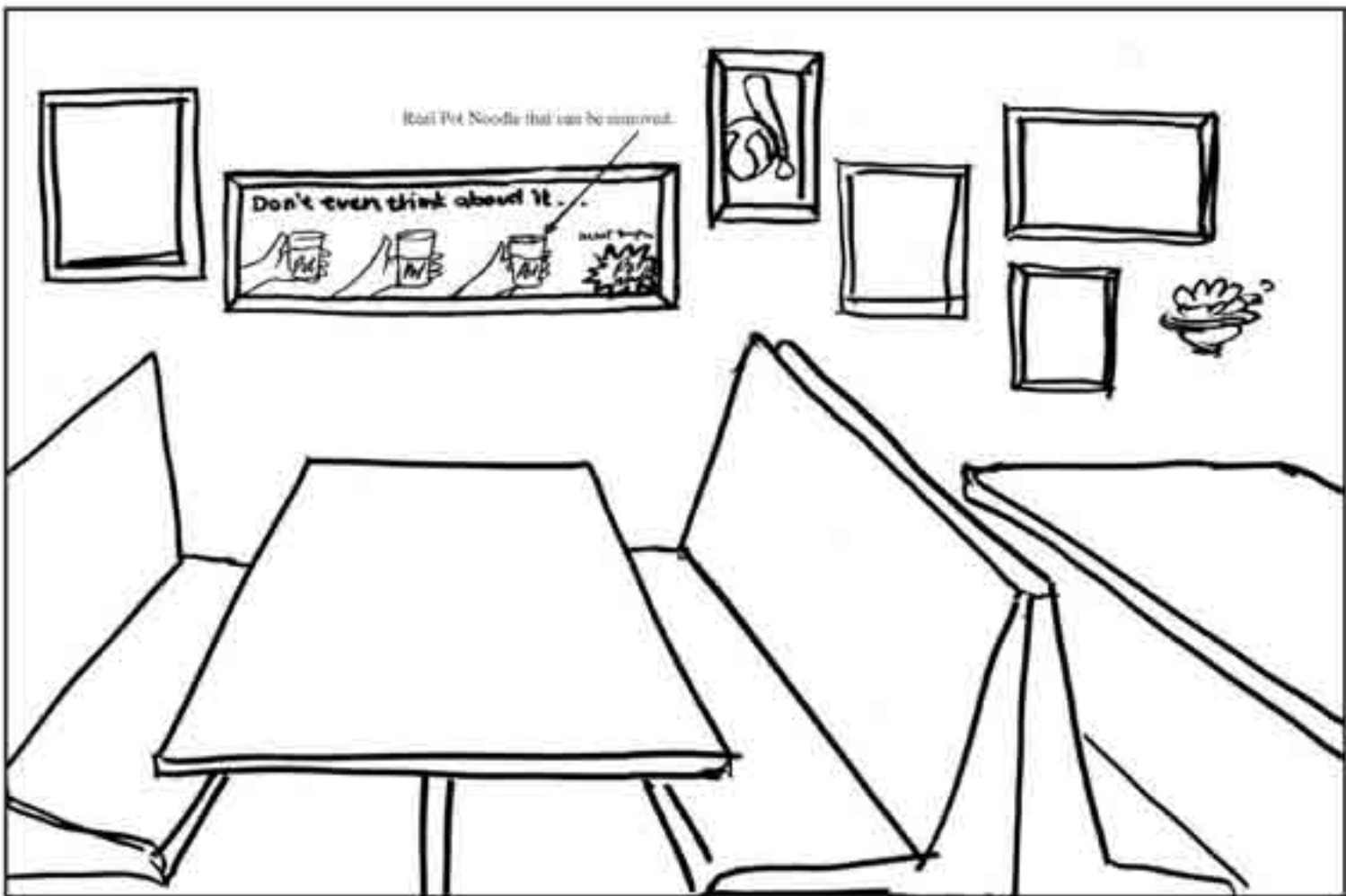
ILLCIT TEMPTATION

ILLCIT
Needle

Hand for
Needle being
taken away



Billboard with real products (can be easily removed) affixed on.



It's a 3-D poster that can be mirrored.

Don't even think about it...



3-D posters as wall deco in pubs/bars



Bus Shelter

3-D posters with real product (can be easily removed)



Mobile Standly

3-D posters with real product (can be easily removed)