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Fruit of the Loom Has Hidden Cash Piles in Plain Sight, for Those Few Who Actually Notice Ads

CP+B stunt promotes underwear
you'll barely notice wearing

By [Gabriel Beltrone](https://www.adweek.com/contributor/gabriel-beltrone/) (https://www.adweek.com/contributor/gabriel-beltrone/).

| June 29,
2018



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Only a handful of keen-eyed observers spotted Fruit of the Loom's hidden cash stashes.

Fruit of the Loom

Everybody ignores advertising. No surprise there. But a devious new campaign from Fruit of the Loom and agency CP+B has been capitalizing on just that fact, hiding thousands of dollars of cash—along with more than a few pairs of free underwear—in (relatively) plain sight around one of the world's biggest cities.



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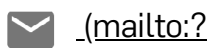
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Gabriel Beltrone is a frequent contributor to Adweek.



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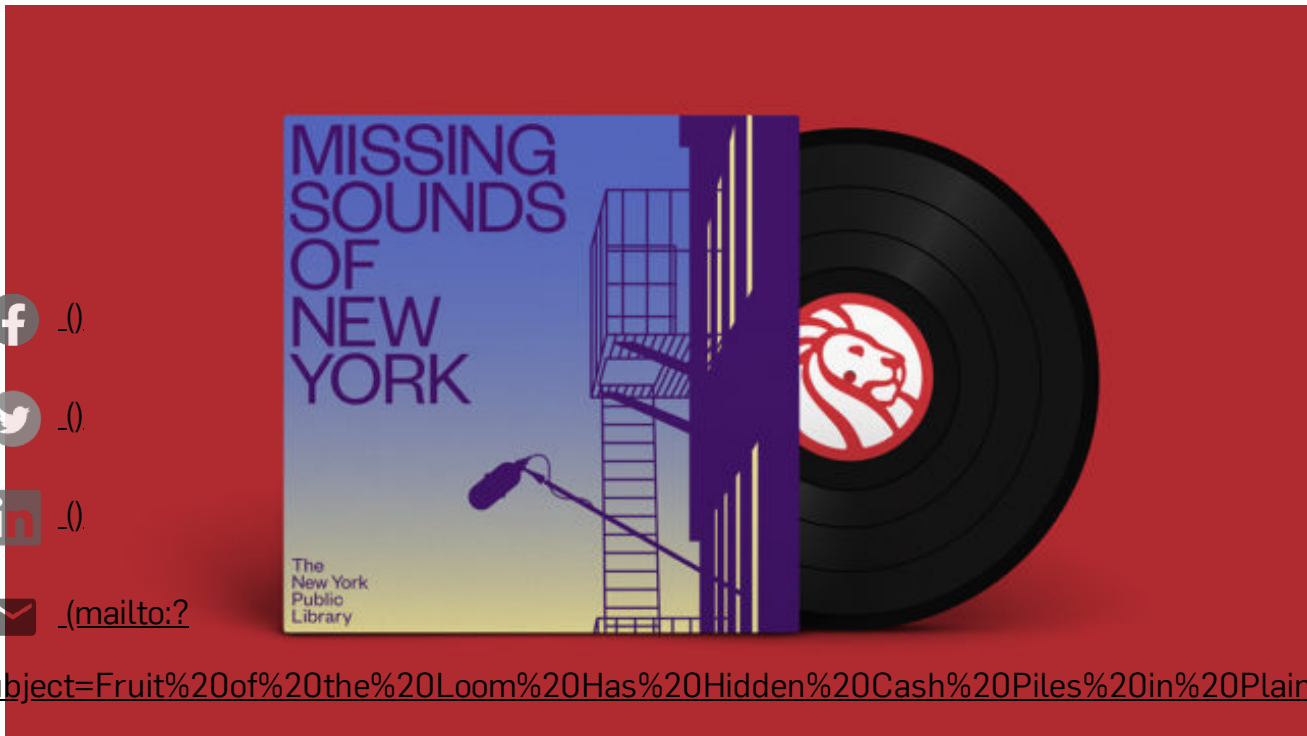
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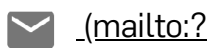
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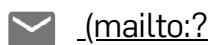
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