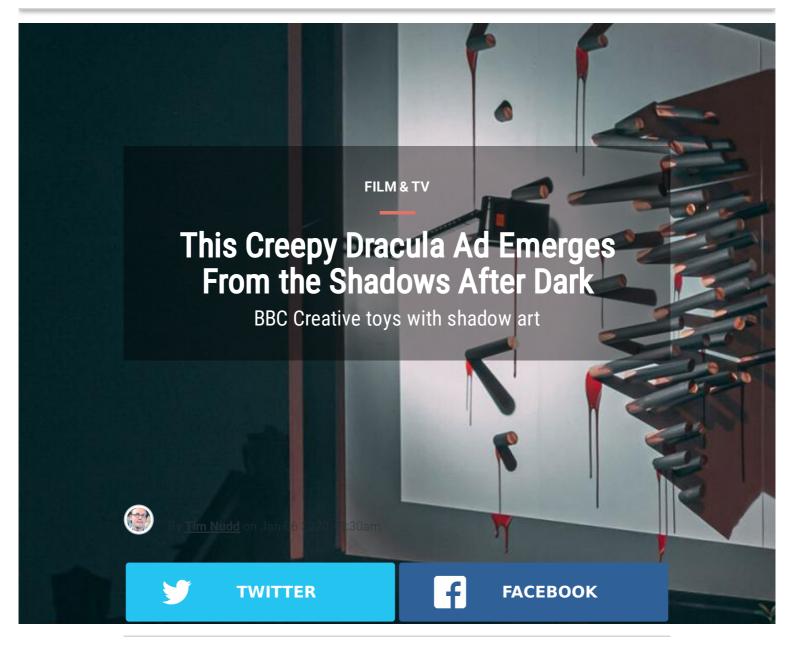
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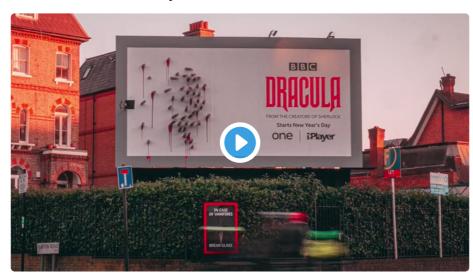


The best vampire advertising is always more chilling at night. And BBC Creative has found a fun way to deliver after-dark scares for its new show Dracula—with a billboard that looks unsettling in the daytime, but really gets menacing after the sun sets.

The board uses a technique called shadow art, where a light cast on objects creates an unexpected shadow. (Here's a good primer on the art form.) For the Dracula ad, the BBC Creative designers stuck a bunch of bloody stakes—useful, of course, for vampire slaying—into the left side of the board. At night, a light shining on the stakes creates a shadow that looks like the horrific, toothy visage of Dracula himself.

Here's a timelapse of the board in action:

"There are monsters in this world. Creatures... that will leave a shadow on your soul." #Dracula starts New Year's Day at 9pm on BBC One and BBC iPlayer.



◯ 3,023 2:41 PM - Dec 31, 2019

(i)

○ 996 people are talking about this

The BBC made two versions of the ad—one on Brixton Road in London, an another on Upper Dean Street in Birmingham. As an added treat, a second OOH installment beneath the billboard features a glass box with a wooden stake inside. "In case of vampires, break glass," reads the copy on the box.

Here are some pics of the build



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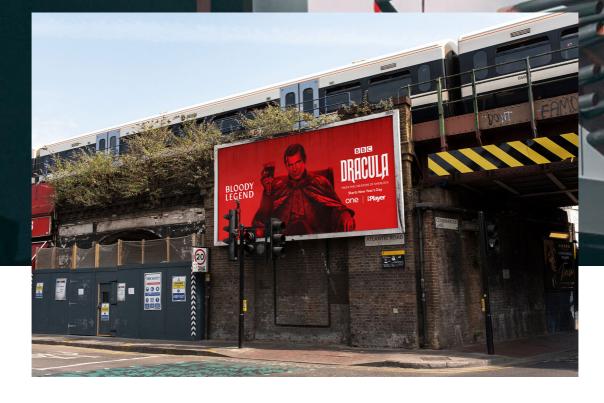




unique campaign is one of the most ambitious special builds we've ever undertaken—by day, a random assortment of stakes hammered into a billboard, but by night, transformed, as the Count springs to life in the form of a looming shadow."

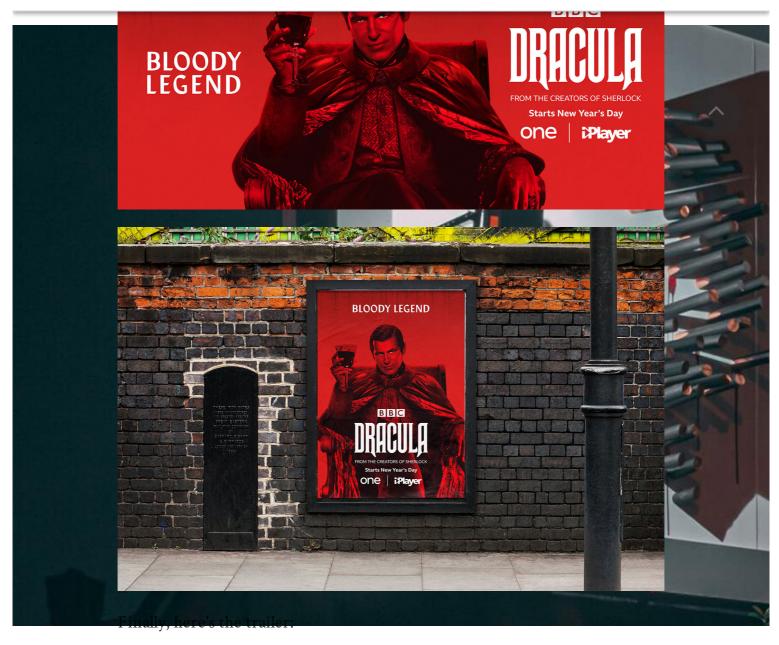
"Coming from the makers of Sherlock, this version of Dracula is laced with dark humor and rock-star swagger," adds Chris Hooper, head of marketing a BBC One. "We wanted our campaign to reflect Steven [Moffat] and Mark [Gatiss]'s fresh take on a classic character, so each element has been designed to surprise—from the cheeky campaign line, 'Bloody Legend', to the use of "Lust for Life" on the trailers, and this special build, which takes a playful, tongue-in-cheek approach to the legend."

See the blood-red "Bloody Legend" executions below.





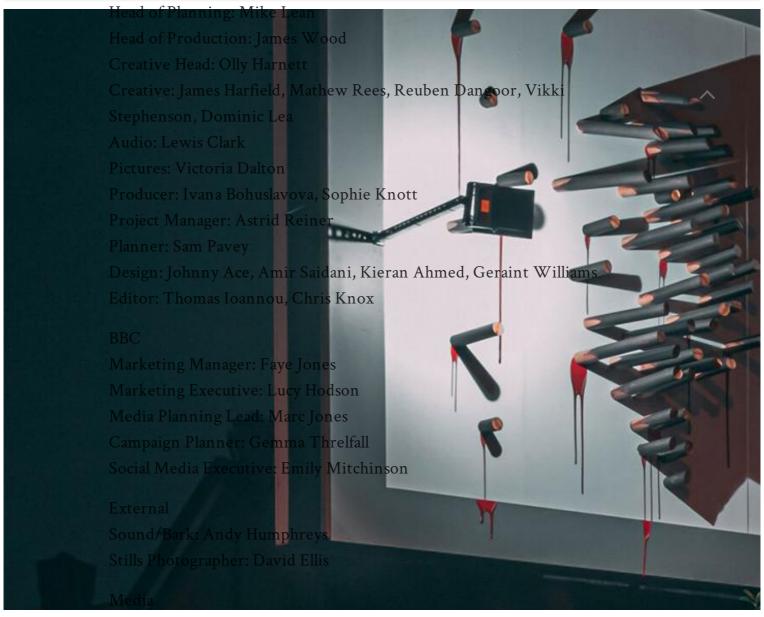








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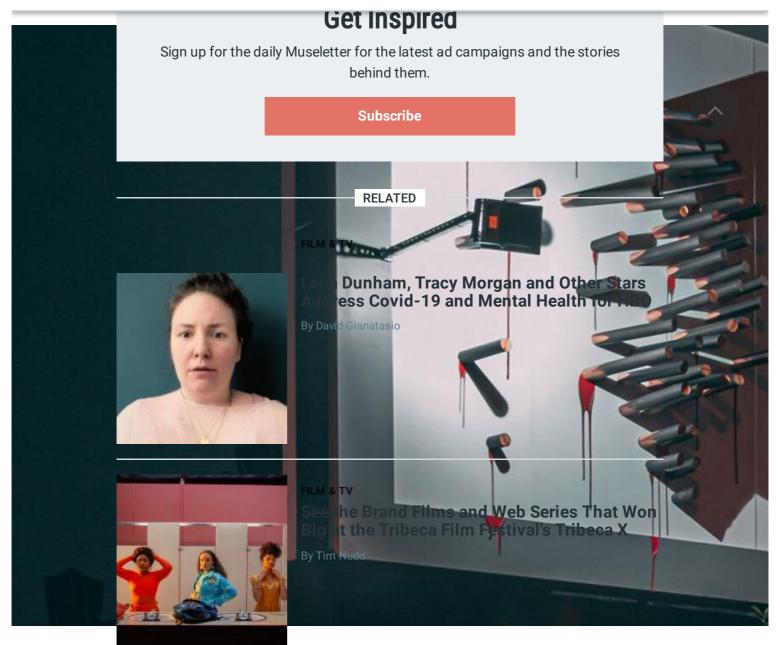


Tim Nudd is editor in chief of the Clio Awards and the founding editor of Muse by Clio.

More from Tim Nudd









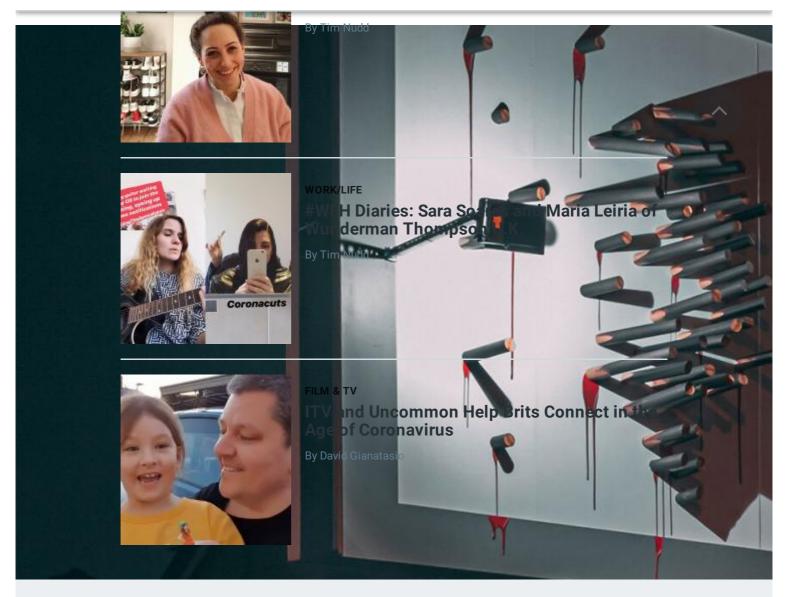
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