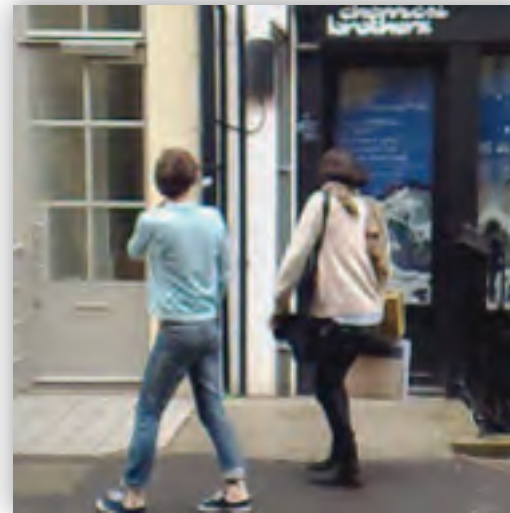
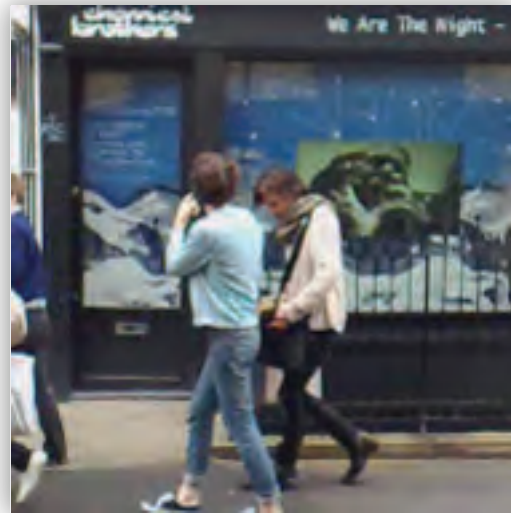


?has an  
advert ever  
stopped you in  
your tracks?





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## Chemical Brothers - Hoxton Square

A Motomedia StreetlevelBillboard™ has been installed in Hoxton Square, one of the hippest areas of London, to promote the launch of the new album from the Chemical Brothers "We Are the Night."

With a combination of excellent artwork, sound, video and a free (and totally exclusive) Bluetooth download of Chemical Brothers music made available to passing mobile phones, the advert has been literally stopping people in their tracks.

The integrated data capture software is indicating high dwell times as people stop to look at the video and take in the artwork.

[www.motomedia-uk.com/news.html](http://www.motomedia-uk.com/news.html)

"hoxton square was a strong test for our content software and it passed with flying colours!"

ronan mcmacken, creative director, motomedia



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